

English Job Titles in Finnish Job Advertisements

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Tarkastelen tutkimuksessani, millä tavalla englanninkielisiä työnimikkeitä käytetään suomalaisissa työpaikkailmoituksissa niin sanomalehdissä kuin Internetissä. Lisäksi tutkimuksessa selvitetään pienimuotoisella kyselytutkimuksella, millaisia asenteita tavallisilla suomalaisilla on englanninkielisiä työnimikkeitä kohtaan. Keskeisimmät tutkimuskysymykseni ovat kuinka paljon englanninkielisiä työnimikkeitä löytyy osana suomenkielisiä työpaikkailmoituksia, löytyykö englanninkielisten työnimikkeiden käytöstä mitään johdonmukaisuutta, käytetäänkö vastaavaa suomenkielistä nimikettä englanninkielisen lisäksi ja minkälaisia asenteita englanninkielisiä työnimikkeitä kohtaan on.

Aineisto tutkimukseeni kerättiin viidestä eri Helsingin Sanomat lehdestä sekä työpaikkahakusivusto monster.fi:stä. Mikäli suomenkielisessä työpaikkailmoituksessa oli englanninkielinen työnimike, otettiin kyseinen ilmoitus osaksi tutkimusta. Tämän lisäksi tutkimukseen sisällytettiin pienimuotoinen kysely, johon vastasi yhteensä 34 henkilöä. Kyselyssä vastaajia pyydettiin muun muassa valitsemaan kutakin työnimikettä kohtaan adjektiiveja sekä valitsemaan itselleen mieluisen, joko englannin- tai suomenkielisen työnimikkeen. Tämän lisäksi englanninkielisen nimikkeen valinnoita pyydettiin selventämään omin sanoin valintansa perusteita.

Tutkimusaineiston perusteella voidaan todeta, että englanninkielisiä työnimikkeitä käytetään vähän suomenkielisissä työpaikkailmoituksissa, eikä ilmoituksissa juurikaan käytetä vastaavien suomenkielisten nimikkeiden käyttöä englanninkielisten nimikkeiden lisäksi. Asenteet englanninkielisiä työnimikkeitä kohtaan ovat kyselytutkimukseen pohjautuen yleisesti positiivisia, mutta silti neljä viidestä suomenkielisestä työnimikkeestä valittiin englanninkielisen sijaan itselle mieluisammaksi vaihtoehdoksi.

Asiasanat: työnimikkeet, anglismit, asenteet

1 Introduction

No matter where you are these days, there is at least one common factor that is visible in the linguistic landscape in almost every part of the world: the English language. Even though it may not be widely spoken or even understood everywhere in the world, the language itself is visible in brand names, logos and slogans. It can therefore be argued that English has become a true world language since the mid 20th century (Kowner and Rosenhouse 2008, 4). It has been estimated that there are a little fewer than 400 million speakers of English as a first language, and taking into account people who speak English as a second language one can only speculate what the precise number of English speakers currently is (Graddol 1997, 11). Nevertheless, it can be said that English has become a global *lingua franca*, at least in Europe. The original meaning of the term *lingua franca* (i.e. ‘language of the francs’) refers to the hybrid language used by seamen and merchants in the Mediterranean area, but nowadays it largely denotes English in particular as the language people from different linguistic backgrounds use when they wish to communicate with one another (*ibid.*). That is to say, English has become the language of choice to speakers who come from different linguistic backgrounds (Jenkins 2009, 200). In fact, English has gained a vital role in intra-European communication since the beginning of the 21st century (Breiteneder 2009, 256). On a more global scale, even though Mandarin China is the number one language in the world when looking at the number of first language speakers, English has become the most popular language when choosing a language one wishes to learn either at school or in one's spare time (Graddol 1997, 44). According to a study carried out in 2008 by Eurydice, the Information Network on Education in Europe, English is the most learnt language in Europe (Eurydice 2008, 12). Furthermore, the study also reveals that ‘[a]round 90 % of pupils in upper secondary education learn English, regardless of whether or not this is compulsory’ (*ibid.*). Furthermore, not only is English the language of popular culture, it is also the most popular language used in academic world as well as in the field of business and economics (Graddol 1997, 9).

Similarly to other European countries, English has gradually established a strong footing in the Finnish society ever since the World War II (Hyrkstedt and Kalaja 1998, 345). As a result of the globalization that has affected the world in the past decades, a true necessity of learning and mastering English has risen also in Finland as many Finns require English skills in their everyday life in order to be able to communicate for example at work environment (Pahta and Taavitsainen 2011, 1). A survey carried out in 2007 reveals that according to self-assessment, 60% of Finns rate their skills of English as being at least relatively good (Leppänen et al. 2011, 161). Compared to other European citizens the difference is notable as the corresponding European average is 38% (*ibid.*). This only demonstrates the high status English enjoys in the Finnish society.

In my pro gradu thesis I will concentrate particularly on business discourse, as my thesis is a study on the use of English in job titles found in Finnish newspaper advertisements and online job search and career site from October 2010 to April 2011. For my study I had two primary sources; the *Helsingin Sanomat* newspaper and online job search and career site *monster.fi*. To be precise, I studied Finnish job advertisements that use English in the job title part: advertisements that used Finnish when describing what kind of a job was in question, but in fact had the actual job title written in English. For example in an advertisement placed in *Helsingin Sanomat* newspaper on March 13th 2011, a company called OMD Finland Oy used a following phrase in their job advertisement: ‘Oletko sinä etsimämme *account director*?’ (‘Are you the *account director* we are looking for?’). This kind of use of English is often referred to as *Anglicisms*. Anglicisms are ‘[a] characteristically English word, phrase, or idiom, esp. one introduced into a sentence in another language’ (cf. *Oxford English Dictionary s.v.*).

When starting this study my aim was to find out how much English is in fact used in the advertisements and also, as the study progressed, what are the attitudes and reactions to the use of English in this specific context. In order to be able to focus on one particular language phenomenon, I decided that I would only examine English in job titles, leaving company slogans

and all other uses of English in the advertisements outside my study. This means that if the advertisement and the title in it was written completely in Finnish, English or in some other language (in this case, Swedish and Norwegian advertisements were also found), I would not take them into consideration. My main interest was in discovering what kind of English was being used in the job titles: whether they were written in a way that followed the rules of English grammar and spelling, or whether the possible English words had any features adapted from the Finnish grammar and spelling.

I was also interested in finding out whether there was any difference in the number of ads found in the printed media compared to those that were published online; i.e. whether the use of English titles in job advertisements was more frequent online than in the newspapers. As a part of my study, I also decided to conduct a small questionnaire to find out what the general attitudes and reactions towards this kind of use of English in job titles were like among a relatively small group of 34 native Finnish speakers. My hypothesis for this study was that there are job advertisements that use English job titles to reinforce the message of the otherwise Finnish advert in order to make it more appealing to the potential employee. Moreover, I hypothesized that the use of English titles actually makes the job in question it more attractive to the target group.

The aim of my research was to provide insight into job advertisements from a sociolinguistic point of view. I tried to get a better understanding of the motives behind the phenomenon of favoring English instead of Finnish titles in a context where bilingualism is not required or even necessary; by this I mean that these English titles for the jobs must in every likelihood have an equivalent in Finnish, but for some reason English is still the preferred language. For this purpose, I also paid attention to discovering what kind of companies might use English titles more and whether any reoccurring tendencies can be found (e.g. do IT companies use this type of English in their job advertisements more than companies providing health care services). Do companies that are based in Finland and have mostly Finns working for them actually use English titles in their advertising?

My research questions are

- How many Finnish advertisements in the sample use English in the job titles?
- Can any patterns or general tendencies be found in the advertisements that use English job titles? For example what kind of companies use English titles the most.
- What kind of motivations can be detected for using English job titles? (For example is there a Finnish equivalent provided in the advertisement? Does the use of English title make the job sound more appealing?)
- How is the use of English job titles viewed? Does the use of this kind of English make the advertisements more/less appealing with positive/negative associations? What kind of attitudes do English job titles invoke?

The use of English in Finnish advertisements has been previously studied, but most studies have examined it from a very different viewpoint. The focus has been mainly on commercial advertisements found in women's and men's magazines. For example Autio (2008) studied Anglicisms in advertisements in three different magazines, two of which are targeted to women, one that is targeted to men. Newspaper advertisements have also been studied, for instance Kontio (2005). Also Pahta and Taavitsainen (2004) examined advertising in the Yellow pages in the Helsinki metropolitan area and Moore and Varantola (2005) studied Anglo-Finnish contacts in their study of English influence on Finnish and vice versa in Finland. My research differs from these studies as my focus in the thesis is purely on job advertisements and English job titles found in them.

The structure of the thesis is as follows. Chapter 2 introduces English in Finland; the history of English in the Finnish society, education and popular culture as well as in advertising in general. Chapter 3 discusses the use of English in non-Anglophone contexts, especially in Europe, and the influence of English on the domestic languages spoken in these contexts. Chapter 4 discusses the use of English in business discourse and job advertising. Chapter 5 presents the

material gathered for this study: English job titles found in the *Helsingin Sanomat* newspaper, *monster.fi* website and the questionnaire I conducted for this thesis. In chapter 6 the material is analyzed in more detail and chapter 7 concludes the thesis with some suggestions for further research.

2. English in Finland

In today's society, globalization has not only affected the economic and industrial world, but also the way people around the world communicate with each other. Terms such as *Global English*, *World English* and *International English* emerged in linguistics and English has become more used around the world. Finland is not an exception to this. Linguistically Finland belongs to the Expanding Circle of English speaking countries (cf. Kachru 1988; Kilickaya, 2009) and therefore English is viewed as a Foreign Language (EFL):

...English used in countries in which its influence has been external, rather than via a body of 'settlers'. For EFL speakers English plays a role for mainly *inter-national* rather than *intra-national* purposes...The trend towards globalization in economics, communication and culture has made EFL prominent in places like China, Europe, Brazil, etc.

(Mesthrie and Bhatt 2008, 5)

English has by no means a short history in the Finnish society. The role of English has changed since the 1960s to the 1980s from being a foreign language learned and studied at schools in order to communicate with foreigners into an almost self-evident skill required in the 21st century's highly mobilized and globally oriented world (Leppänen et al. 2011, 15-16). English has become a language which is present in almost every person's life not only at their workplace, but in their leisure time as well (*ibid.*). Language learning is valued in the Finnish society, on the one hand because the country is officially bilingual and on the other hand because the benefits of mastering a foreign language have long been recognized in Finland (Taavitsainen and Pahta 2003, 4-5). For

example, in a survey conducted in 2007 about English language in Finland, over 97% of the respondents thought that it is important for young people to know English (Leppänen et al. 2011, 80). Also 90% of the respondents felt that the importance of English in the Finnish society will increase in the next twenty years (*ibid.*, 143). These kinds of results show that the attitudes concerning learning English are positive in Finland.

Media is one of the main reasons why Finns are so surrounded by English, as many of the television shows and movies shown in Finland are from the English speaking countries, primarily the United States and the United Kingdom. Unlike in many other European countries, in Finland the shows and movies are broadcasted in their original language, English, making Finns almost automatically accustomed to hearing the language in its actual use. Popular music and the Internet are also responsible for Finnish people hearing and reading English, thus giving motivation to learn the language not only at schools, but also in their spare time.

English has been part of the Finnish advertising world since the 1950's (Heinonen and Konttinen 2001, 136). Coca-Cola, rock music and the rise of the youth culture in general were responsible for English language emerging in Finnish ads (*ibid.*). However, the change in the amount of English in advertising in Finland has been gradual: it has been slowly growing since the 1950s and the golden age for giving companies and products trendy names in English was in fact not until the 1980s (Pahta and Taavitsainen 2011, 6). As a result of its long history in the Finnish advertising industry, English is nowadays used to a large extent in ads in order to make them sound more appealing to the customer (Moore and Varantola 2005, 135). Moreover, English enables the possible transition from being a national business to becoming an international business.

The corporate world has also undergone major changes in the past few decades. The international atmosphere in business discourse has forced many Finnish companies to rethink their business strategies. In some cases this has meant adopting English as the working language for the entire company (Virkkula 2008, 382). As a result, for most employees in Finland, knowledge of English is a required basic skill in a majority of companies and something that is used in their

everyday work. It could be argued that because of this ongoing trend, the use of English in the job titles is nowadays highly accepted throughout the Finnish society. These changes and business discourse in general will be discussed in more detail chapter 4.3.

3. Use of English in non-Anglophone contexts

The influence of English on other languages, and especially on their lexis, has been drastic since the Second World War (Görlach 2002, 3). The term *Anglicism* ‘is often used as a generic name to describe the occurrence of English language elements in other languages’ (Onysko 2007, 10), and a lot of research on the impact of English on the lexicon of other languages has been carried out using this concept (c.f. Pulcini, Furiassi and González 2012, Graedler 2012, Chesley 2010). The term source language (SL) and receptor language (RL) can be used to denote the roles of the languages when discussing the linguistic influence of one language to another (Onysko 2007, 10). In this case the SL language would be English and the RL language would be any other language influenced by English (*ibid.*). Although English words can be loan translated into RL, research has shown that the most common way is to adopt them directly into it (Görlach, 2002, 3). This means that the loan words are not translated into RL, but instead they are used and pronounced quite the same they are if they were in fact used as a part of English (*ibid.*). Görlach (2002, 4) states that because English has probably one of the fastest changing sections of vocabulary of all languages, the Anglicisms do not usually become stable elements of the RL core vocabulary. As a result, Anglicisms are easily lost from the RL vocabulary (*ibid.*). This is partly due to the fact that Anglicisms are seen as having a strong element of being trendsetters: the words have a strong connection with popular culture and even visually they are very appealing to a foreign speaker (Furiassi 2003, 121). Once a certain trend becomes outdated, the Anglicism denoting it is prone to disappear. A similar observation has been made in Norway where the language council has been concerned with English replacing Norwegian

words; however, it has been discovered that many of the trendy Anglicisms are indeed short-lived and therefore not a threat to the national language (Graedler 2002, 79).

3.1. Anglicisms and attitudes

Language is regarded as one of the core features of a nation's definition of itself: it defines who we are, where we come from, in what kind of society we have grown up and with whom we relate ourselves. As Leppänen and Pahta (2012, 4) state, 'language is taken to express and encapsulate the cultural identity of the nation.' Therefore it is not surprising that language, whether the national language or a foreign language emerging within a country, invokes strong feelings among its speakers. Linguistic purism, i.e. the ideology where it is considered that a language should be 'pure' and free from foreign influence, has been a topic of discussion in Europe and Scandinavia for quite some time (Vikør 2010, 9). The attitude in many European countries is that the national language should be protected in some way and in fact research concerning language diversity is being conducted in the European Union in order to ensure multilingualism in Europe¹.

One of the biggest objectors to the expansion of Anglicisms is France where French equivalents to Anglicisms are actively being thought out (Humbley 2002, 124). Other than France, a number of other countries have started to protect their language against the rise of global English: for instance Swedish, Danish, Spanish and German are protected by laws respectively by their governments (Oakes 2005, 157). Actions have also been taken in Finland to ensure the future of Finnish language. The Institute for the Languages in Finland² is an establishment operating underneath the Finnish government. The main priority of the Institute is to steer and develop Finnish and Finland Swedish standard languages as well as act as the leading language planning authority in Finland. In 2009 the Institute published a language political programme in order to

¹ 'Language Rich Europe is a networking project which brings together 1200 policy makers and practitioners from 24

² Kotimaisten kielten keskus or Kotus

reinforce the status of Finnish and to emphasize the importance of one's mother tongue in present day, often multilingual, environment (Hakulinen et al. 2009, 11).

In many countries, the idea of using English instead of the national language has caused concerns about language deterioration. The idea of language imperialism has also risen as a topic of discussion (Anderman and Rogers 2005, 1). In fact, there have been estimations that in the next century, half of the languages (mostly the ones with only a small number of speakers) present in the world at the moment will have become extinct (Anderman and Rogers 2005, 2) and this is partly caused by the ever growing popularity of English.

The use of English in contexts where it would not necessarily be needed has also been viewed as leading to 'cultural inflation' i.e. in a way denying and not appreciating one's own culture and language (Alm 2003, 153). Not only are the speakers of other languages anxious, but native speakers of English have also shown signs of distress as they are afraid that English will become a 'hybrid' language with less prestige than the standard form would have:

[hybrid language] sometimes referred to as Eurospeak within the European Union and more broadly as 'McLanguage', reflecting the globalised nature of the modern commercial world. (Anderman and Rogers 2005, 2)

Due to the ever growing concerns about language deterioration, influential international organizations such as the United Nations have started to take action for example with an annual occasion of International Mother Language Day³.

It has been argued that in the future, the use of Anglicisms is likely to increase (Görlach 2002, 12). Although attitudes towards Anglicisms vary from one country to another, some aspects have been emphasized. For example in the Netherlands, the attitude towards Anglicisms in advertising is not seen in very positive light and research has shown that the Dutch do not have as good a knowledge of English as has been previously thought (Berteloot and van der Sijs 2002, 54).

³ 'The International Mother Language Day has been observed every year since February 2000 to promote linguistic and cultural diversity and multilingualism.' cf. Internet source 2.

Indeed, there have been many studies around the world concerning attitudes towards the use of Anglicisms (cf. Alm 2003; Rollason 2005; Van Meurs et al. 2007, Leppänen et al. 2011). Scholars especially in Europe have been concerned with the phenomenon and therefore there is plenty of material available on the effects of Anglicisms on European languages. However, the field has been very unevenly studied: the most popular languages regarding studying Anglicisms have been German and Dutch (Görlach 2002, 12). For example Onysko states that Anglicisms have been a popular topic in the German speaking countries, which indicates that English has strongly influenced the language in recent decades (Onysko 2007, 10). Plenty of research on Anglicisms has also been conducted in the Scandinavian countries (Pahta and Taavitsainen 2011, 2). The most encompassing study on the influence of the English language on speech communities and languages in the Nordic countries is a project called *Modern Imports in the Languages in the Nordic Countries* and it includes the seven largest language communities in the Nordic region: Icelandic, Faroese, Norwegian, Danish, Swedish, Finland-Swedish and Finnish (cf. Kristiansen 2010, Svavarsdóttir et al. 2010, Graedler and Kvaran 2010).

According to the studies conducted in the Nordic region, the most positive and open attitudes towards English influence are found in the ‘middle’ of Scandinavia, i.e. Denmark and Sweden and the openness in attitude gradually diminishes towards the outer borders of Scandinavia, i.e. Finnish-speaking Finland and Iceland (Sandøy and Kristiansen 2010, 151). For instance in Denmark, studies have indicated that Anglicisms are more widely accepted within the Danish society than in other Nordic countries (Gottlieb 2004, 39). Furthermore, Denmark is also considered by many scholars the most linguistically liberal in the sense of purism of the Scandinavian languages (Vikør 2010, 27). Nevertheless, there is certain openness towards English language across all Scandinavian countries and Gottlieb mentions a few reasons for this phenomenon: the prestigious status of English; the popularity of Anglo-American media products; the intensive teaching of English; the extensive personal and business contacts; and the close relationship between English and the Scandinavian languages (Gottlieb 2004, 41). However, the last example

does not apply with Finland, as Finnish is a Finno-Ugric language while the other Scandinavian languages are part of the Germanic language group.

3.2. Comparing English and Finnish

English is part of the West Germanic language family and typically has a 'subject-verb-object' - order of sentence elements. Finnish, on the other hand, belongs to the Finno-Ugric language family and is much more flexible when considering word order in sentences. Finnish is also an agglutinative language, which means that for example the change in verb tense is shown with sometimes multiple suffixes in one word, e.g. *talo+ssa+ni+kin* 'as well in my house' (Karlsson 2004, 92). The difference to English is evident, as English is not an agglutinative language but rather resorts to heavy usage of auxiliary verbs. All in all, there are plenty of linguistic differences between the two. One of the most distinctive differences is the inflectional nature of Finnish. The language is filled with morphological endings in verbs, nouns and adjectives:

Verbs are inflected for person, number, tense and mood. Nouns and adjectives inflect both for syntactic role (e.g. accusative objects in assertive clauses) and for semantic function: genitive, partitive, three locative series ('at'/'in'/'on' mapped onto 'motion-towards'/'position' 'at'/'motion-from'), instrumentality, and association.

(Battarbee 2002, 269-270)

These elements of complex inflections make the language very similar to Latin and not quite so to English (Battarbee 2002, 270). In my study, the typological difference between noun declension is particularly relevant, since my focus is on job titles, which typically consist of nominal constructions and not for example, the more varied job descriptions. The one pattern that occurs the most is where the English title consisting of a nominal construction occurs in a Finnish sentence and the grammatical structure of the sentence requires the use of an oblique case (or inflected form

of the English noun), usually an accusative form of a noun phrase functioning as an object, as in e.g. *etsimme manageria* ‘we are looking for a manager’. Another type of morphological element that was found in the advertisements was a compound where usually the first part was in English and the latter in Finnish, as in *BtoB -myyjä* ‘Business to Business salesperson’. This kind of hybrid title requires the reader to understand the context, so therefore it can be argued that these advertisements are clearly aimed at a certain audience who are familiar with the English terms of the field in question.

4. Creating images through language

Language is a powerful tool when trying to influence people's perception of the surrounding world. The careful choice of words makes all the difference in every context of human life, but in business discourse in particular it is very important to portray your intentions and public self in a positive and powerful light. This is most often done with the help of language. For example simply inserting a foreign word into an advertisement can create images with positive connotations and values as well as being regarded as something modern and sophisticated (Bishop and Peterson 2011, 648).

Bourdieu (1991) introduced the idea that words alone are not capable of creating and maintaining power over people: the power in words is the recipient's own belief in the legitimacy of those words and in those who say the words, meaning that if a person believes that a particular word in fact has legitimacy then it must be so – otherwise they are nothing but words (Bourdieu 1991, 170). He also discusses the idea of naming and the importance of titles. According to him, naming and titles are ways to create the individual's identity and by their title the person has validation in society without establishing this validity by themselves (*ibid.*, 240). In other words, if a certain title is granted for a person then it is unnecessary for that person to justify their doings in the society in some form of action as their title does it for them without any effort. Further, he argues that a professional or academic title is something that governs the social perception of the person in

question and this perception cannot be impugned. In addition ‘the same work can receive different remunerations depending on the titles and qualifications of the person doing it’ (*ibid.*, 241). This is an important notion since my thesis tries to find an answer to the question why English titles are in some cases preferred over their Finnish equivalents and how differently their prestige is viewed by Finns. Does an English title contain more prestige and will it imply for example a higher level of education than its Finnish equivalent?

4.1. English in business discourse

One domain where English has had a heavy influence is the business world. It is now common for multinational corporations to do all their inter-company communication in English, regardless of what country they are situated in and what is the language for the majority of employees. Globalization has caused many internationally operating companies in Finland as well as in other countries to adopt an English or English-sounding name as part of their corporate image (Pahta and Taavitsainen 2011, 5). Also, in order to make a domestically operating company invoke images of trendiness, youthfulness and dynamic, many companies choose an English-sounding name also for particularly domestic market (*ibid.*).

As the importance and usage of the Internet has grown especially in the past two decades, it has also received plenty of attention as an important medium for recruiting new employees. As a result, regardless of the country of origin, many large companies tend to have their websites in English. This kind of choice of language indicates global credibility and authority as well as attracts potential employees from all corners of the world.

Various reasons have been identified for using English in job titles. For example, it has been argued that it is necessary to have job titles in English because of the international nature of the professions held by the people with these titles. Additionally, research shows that having the title in English does in fact generate the job title to sound more attractive and challenging (Van

Meurs et al. 2007, 190). Van Meurs et al. (2007), who studied English job titles in the Netherlands also point out that one of the reasons why English job titles might be preferred is the fact that they tend to be gender-neutral.

4.2. English in advertising

Most advertisements seen on TV and on magazines for example in Finland often have some element of the English language, sometimes in the form of Anglicism such as in slogans and/or catchphrases and other times as loanwords or calques. It has been argued that the way English is used in the commercial advertising such as billboards, posters and shop signs is probably one of the most noticeable indications of the extent the language has actually globally spread (Pahta and Taavitsainen 2011, 5).

The use of English in advertising requires a certain amount of knowledge of the language itself. There are many reasons why English is used in advertising and it can be argued that it is sometimes used merely for getting the recipient's attention or in order to make the product it is promoting seem more appealing to the reader/viewer. This, however, is not the sole purpose of using English in advertising; Gerritsen et al. (2007) argue that the English used in the advertisements is in fact intended to be comprehended by its reader. This is intriguing in the light of my study: is the job title actually understood and is it clear what for example an *agile coach* does if it is not explained in Finnish in detail? It might be understood by a small group of applicants who are familiar with the title and the employment it stands for, but because it is in English it will undoubtedly eliminate others unfamiliar with the vocabulary.

Why is it then that English is used so much in advertising, if there is the possibility that the advertisement is not understood by its viewer or the advertisement in fact invokes negative associations (cf. Gerritsen et al. 2000). Some studies (eg. Kelly-Holmes 2005; Martin 2007; Pahta and Taavitsainen 2011) show that the international use of English in advertising outside Anglophone

contexts is linked with the advertisers' wish to create images such as modernity, internationalism or cosmopolitanism, trendiness, success, youth, fashion and being dynamic. Martin (2007, 170) states that products in particular receive positive associations when linked with English:

The mere presence of English associates the product with modernity, quality engineering, exclusivity, professional mobility, international appeal, and other positive concepts, depending on the product category and target audience.

(Martin 2007, 170)

If it has indeed been shown in research that products which are in some way linked in their advertising with English slogans, puns or catch phrases receive more positive feedback from the public, then it is not hard to imagine that job advertisers in business life would like to have the same kind of association and benefits with their products: the jobs they advertise.

4.3. Job ads in the Finnish media

In Finland the trend of having job titles in English has increased in the past few years and they are, for instance, commonly being used in business news where companies can announce new appointments: in this context the title itself is in English and everything else in Finnish (Pahta and Taavitsainen 2011, 6). This is exactly the same pattern I am interested in my pro gradu thesis.

Job advertising has been changing in the past few decades. Not long ago, an advertisement in a newspaper was the most efficient way of finding a new employee; nowadays the Internet has been claiming ground as a means of recruiting personnel. Lavón (2001, 8) states in her study that in the beginning of the 21st century *Helsingin Sanomat* (HS hereafter) was still the number one medium for placing a job advertisement because of its wide readership. This becomes evident also in another study carried out in Finland in 2005 (Markkanen 2005, 87). One of the reasons why HS has been able to maintain its position as the primary medium for job

advertisements is the idea that it is still thought as being a reliable and efficient way of finding a new job and the most significant positions in the whole country will be most likely found in the HS Sunday edition (ibid.). Markkanen (ibid.) states that if a person is looking for a new place to work, they will turn to the Sunday paper.

Lavón's study is now over ten years old, and her prediction concerning the growing influence of the Internet as a way of recruiting employees has come true (Lavón 2001, 9). The Internet has some major advantages over the traditional printed job ad: an advertisement published in the Internet is cheaper, faster and more flexible than its printed counterpart. An online advertisement also provides more options both for the employer and for the employee: for example a person can find a suitable job easily by placing ones résumé on the site they are using for recruiting purposes. Moreover, the fact that younger generations are more accustomed to using the Internet, will in due time change the way we search for new jobs (cf. Cappelli 2001, Fountain 2005)

How the advertisement is constructed plays a significant role on how efficient it will be in the end. Emphasis is put particularly on the title; in her study, Lavón discusses the use of English in the titles, but does not provide any answers to this phenomenon of replacing Finnish titles with English ones (2001, 20). I hope my study will provide some insight to this matter. It could be argued that because of this ongoing trend, the use of English in the job titles is nowadays widely accepted throughout the Finnish society: in a study published in 2011, over fifty percent of the respondents regarded English as something that enriches the Finnish language and also influences the language in a positive way (Leppänen et al. 2011, 80).

The corporate world has also undergone major changes in the past few decades, and global changes have also affected Finland. The fact that English is spoken and understood by people around the world makes it a perfect language to be used in the corporate world and in fact many companies are using English as their official language regardless of the languages their employees use as their mother tongue (Hoffman 2000, 6). Also, the international atmosphere in business discourse has forced the Finnish companies to rethink their business strategies. In some cases this

has meant adopting English as the working language for the entire company (Virkkula 2008, 382).

5. Material

The material for this study comes from two different sources. The first primary source is *Helsingin Sanomat* (HS), the largest newspaper in Finland with over 859 000 readers in 2012 (KMT Lukija 2012⁴). The newspaper is published daily and it has readers in every region of Finland. In this study, I have only included Sunday issues as they have a complete section dedicated to economics and job advertisements. I decided to use HS as one of my primary sources as it is known in Finland for having an extensive section for job advertisements from not only Helsinki region, but all over Finland. With the widest circulation, it would also be suited for everyone in all areas of working life – that is, the advertisements are most likely to represent all kinds of companies instead of focusing on one particular sector.

The second primary source for my study is an online job and career site *monster.fi*. It is an internationally operated site with a Finnish version. The site is interactive: it includes job advertisements placed by employers, but it is also possible for the job seeker to leave their résumé for the employers to see. The site also contains information about the workplaces and practicalities concerning the business life. All of the material from the two sources was gathered in the time period from October 2010 to April 2011.

In order to determine what percentage of the titles were in English, every title in each job advertisement had to be counted, whether the job title was in Finnish, English or in some other language (in this case, there was a handful of advertisements in Swedish and one in Norwegian). For the *monster.fi* search I limited the search area to Helsinki metropolitan area. This was the only criterion in the search. I decided to restrict the search to Helsinki area because HS is a Helsinki based newspaper and I found plenty of job titles even with the restricted search. After having the

⁴ Kansallinen Mediatutkimus KMT is a research ensemble organized by the print media in Finland.

total number of titles from both media, I started to eliminate advertisements that would not be suitable for my study. These were all advertisements that either did not have the job title written in English or the whole ad was written entirely in English, Finnish or in some other language. The job titles suitable for this study were the ones that were in English in an advertisement otherwise written in Finnish.

In addition to the material from the newspapers and online, I conducted a small questionnaire in May 2011 in order to investigate the attitudes towards the use of English job titles. The questionnaire was conducted online and received 34 responses. The respondents were asked to answer multiple choice questions as well as open questions. The results are discussed in more detail in chapter 6.3.

5.1. Job ads in Helsingin Sanomat

For my study, I examined five issues of HS: 31 October 2010, 14 November 2010, 13 March 2011, 27 March 2011 and 10 April 2011. From these five issues, I collected all job titles in every advertisement I could find, adding up to the total of 942 titles. I made a distinction between advertisements that were written completely in Finnish, English or in some other language (i.e. Swedish and Norwegian). I only included advertisements that had the job title in English and the rest of the advertisement in Finnish. Thus, advertisements that had English slogans or catchphrases but not an English job title were ignored. Only those advertisements that had the actual job title in English were included in my study.

kraft foods
make today delicious

Kraft Foods on dynaaminen kansainvälinen yritys, joka keskittyy suklaa- ja keksituotteisiin ja jolla on vertaansa vailla oleva kuluttajien rakastama tuotevalikoima. Yrityksemme liikevaihto on 48 miljardia dollaria ja olemme maailman toiseksi suurin elintarvikealan yritys. Teemme tuotteita, joita miljardit kuluttajat noin 170 maassa voivat nauttia.

Yrityksemme tunnetuimpia tuotemerkkejä Suomessa ovat kekseissä Domino, Jyväshyvä, Fanipala, TUC ja LU Jaffa. Suklaatuotteissa yrityksemme tunnetaan puolestaan Marabou-, Daim-, Brejk-, Toblerone- ja Twist-tuotemerkeistä. Tunnettuja tuotteitamme ovat myös mm. O'Boy-kaakao, Philadelphia-juustot sekä Gevalia-kahvit. Olemme herkullinen vaihtoehto – kaikkialla. Etsimme jatkuvasti tuoreita ideoita, joiden avulla kehitämme työyhteisöämme, kumppanuuksiamme, lähiyhteisöämme ja maailmaa.

Herkullisuus on vahvuutemme!
Haemme ammattilaistemme joukkoon sinua

TRADE MARKETING MANAGER

kehittämään Kraft Foods Finlandin myymälämarkkinointia ja myynnin tukea kaikissa tuoteryhmissämme.

Tehtäviisi kuuluu

- Vastaat myymäläpromootioiden, lanseerausma-terialien ja myyntimateriaalien suunnittelusta, toteutuksesta ja seurannasta
- Olet tiiviisti yhteydessä kategorija-johdettujen tuotteiden kuluttajamarkkinointiin Ruotsissa
- Toimit Trade Marketing-tiimin vetäjänä
- Raportoit suoraan markkinointijohtajalle

Odotamme sinulta

- Kaupallista koulutusta: KTM tai Tradenomi
- Vähintään 3 vuoden kokemusta päivittäistavarakaupan alalta esim. tuotepäällikön tehtävästä
- Kokemusta jakelutiemarkkinointiin liittyvistä tehtävistä
- Kokemusta ja halua toimia esimiestehtävissä
- Suunnitelmallista ja analyyttistä työskentelytettä
- Prosessien ja kokonaisuuksien hallintaa sekä paineensietokykyä
- Sujuvaa englanninkielen taitoa sekä hyvää tietotekniikan osaamista

Tarjoamme mielenkiintoisen työn kansainvälisessä elintarvikeyrityksessä sekä loistavat mahdollisuudet kehittyä alan ammattilaiseksi.

Kiinnostuitko? Hae tehtävää osoitteesta www.manpower.fi ja liitä hakemuksesi kyseiseen tehtävään viimeistään 7.11. Lisätietoja tehtävästä antaa Kraft Foodsin markkinointijohtaja Mika Kaarto ti 2.11 klo 10-11 ja ke 3.11 klo 14-15, puhelin 040 758 8858, sekä Manpower Professionalin rekrytointikonsultti Henrik Grönqvist puhelin 050 5580 447.

Manpower Professional

Example 1. A job advertisement containing a job title in English. HS, 31 October 2010

Out of the 942 titles I gathered, 806 titles were in Finnish in a Finnish advertisement, 88 in English in an English advertisement and seven in some other language. This means that 44 titles were applicable for this specific study. Table 1. shows the percentages of the job titles I gathered from the five issues of HS.

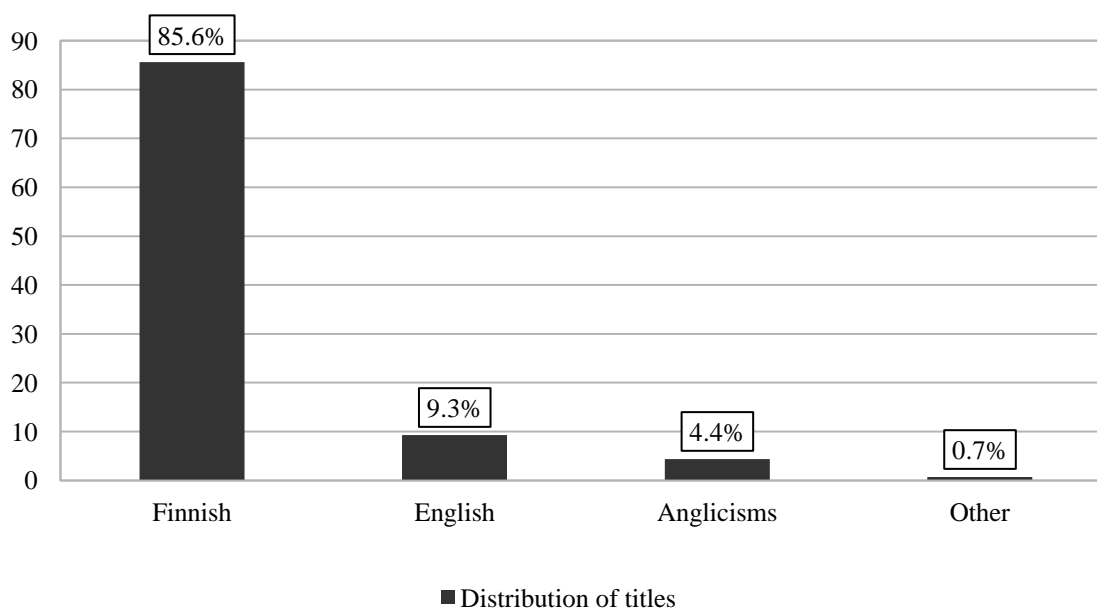


Table 1. Job title distribution by language in HS newspaper

5.2. Job titles in monster.fi

Early on going through the advertisements in HS I realized that job titles in the newspaper advertisements would not provide enough research material for this study. Therefore I decided to use another primary source, an online job search and career site. There are many different Finnish job and career sites, but in the end I decided to use *www.monster.fi* which is one of the largest employment websites not only in Finland, but in the world. According to their website⁵ the company operates in approximately fifty countries worldwide. Because I had used HS as my other primary source, I decided to restrict my search to include only those jobs where the location was the Helsinki metropolitan area. Other than that, I did not use any restrictions for my search.

The search on *monster* was carried out between 22 March 2011 and 14 April 2011. The total number of job titles from *monster* was 650, out of which 340 titles were in Finnish in advertisements that were written completely in Finnish, 163 English titles in advertisements completely in English and 71 Swedish titles in ads completely in Swedish. 76 job titles were applicable for this study as they were in advertisements written in Finnish with the title in English. Table 2. illustrates the distribution of titles found on *www.monster.fi*.

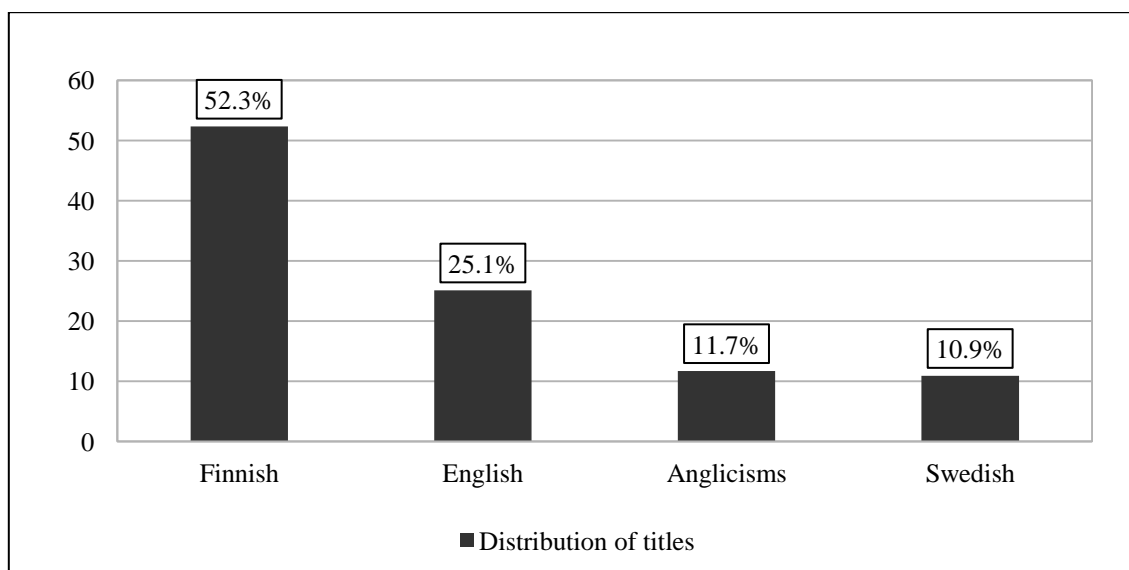


Table 2. Job title distribution by language at *www.monster.fi*

⁵ cf. Internet source 3.

5.3. Questionnaire

To support the material I collected from the newspapers and online, I wanted to conduct a small questionnaire concerning attitudes towards the use of English job titles in this particular context. Studies on attitudes have been previously carried out for instance in the Netherlands (cf. Van Meurs et al. 2007) and I chose to use their questionnaire as a rough basis for my own. However, as the questionnaire was not the main focus of my thesis, it was not as extensive as the one used by Van Meurs et al. (2007).

The survey was conducted in May 2011. In the questionnaire I included five pairs of job titles I had found either on the HS or *monster.fi*. I chose titles that were used in the advertisements interchangeably. This means the title was found in the job advertisement in both English and Finnish: for example, the title would first be in English *web designer* and then immediately followed by a Finnish equivalent *verkkoviestinnän suunnittelija*. The other example of interchangeable titles was the type where the actual job title was in English, but a Finnish title was used somewhere in the advertisement, usually in the part where the job was described in more detail.

In order to find out what kind of attitudes the informants had towards the job titles, I included a section in the questionnaire with six pairs of adjectives such as ‘easy –challenging’ or ‘modern – old-fashioned’ and asked the informants to choose the one that in their opinion suited each job title the best. The objective was that each title would receive either one of the adjectives in order to clarify the difference in attitudes between the English and Finnish job titles. Furthermore, I also requested the informants to choose from each job title pair the variant they preferred for themselves, either the one in English or the one in Finnish. If the informant chose an English job title, they were also requested to explain their choice in their own words.

The questionnaire was conducted online and the link to the questionnaire was made available on a social media web site so that anyone could respond. In two days I gathered the total of 34 responses. Each respondent was a Finnish speaking person. Eleven of them were male, 22

were female and one informant chose not to specify their gender. I also gathered information about the informants' age in order to clarify the life situation the informant has (i.e. whether a student or in working life). The informants were given several different age groups to choose from: 15 to 20, 21 to 25, 26 to 30, 31 to 35, 36 to 40 and over 41 years of age.

6. Analysis

The result from the two media I examined was very different from one another. 68 different companies used English job titles in their otherwise Finnish advertisements: 36 of these have their headquarters in Finland, 32 in some other country and one of them is an online based company. However, fourteen of these companies operate only in Finland and as many as 54 operate internationally, either in Europe or worldwide. This clearly shows why English is being used in this context, as most of the companies operate internationally and most likely have employees around the world. Therefore it is convenient that the job titles are homogenous throughout the whole company. Furthermore, although 53% of the companies actually have their headquarters in Finland, 79% operate in Finland as well as in some other country. This fact clearly creates the need for a unified line in a company's language policy. As English is the *lingua franca* in business and economics, it is understandable that even companies which are not at the moment operating globally are also using English in their job titles. Keeping my research questions in mind, I will analyze the material in more detail in the next two sections.

6.1. Analysis of the titles in HS

The five issues of HS contained a total number of 942 job titles. As shown in Table 1. the number of English used in the job titles was fairly low; only 4.4% of the titles were applicable for this study and this number was far lower than I had expected. The use of English alongside Finnish does not seem to be as popular as I hypothesized. The number of job titles that were in advertisements completely in English was a little higher as the percentage was 9.3%. It seems that it is more convenient for the companies to publish their advertisements either completely in Finnish or in English rather than having the job title in English and the rest in Finnish.

6.1.1. HS, 31 October 2010

The first issue I examined was published on 31 October 2010. The total number of job titles in this particular HS was 116. 100 titles were in advertisements that were completely in Finnish, ten titles were in advertisements completely in English, one title was found in an advertisement that was in some other language. Five job titles were in English in an otherwise Finnish advertisement. Table 3. lists all the titles as well as the companies who published the advertisements in this particular issue.

Helsingin Sanomat 31 October 2010	
Title	Published by
key account manager & verkkomyynnin tuotepäällikkö, BtoB-markkinointikoordinaattori, freelancer-graafikko iPad-tuotteisiin	Bonnier Publications Oy (Bonnier AB)
trade marketing manager	Kraft Foods (Kraft Foods Inc.)
fleet manager(ia)	Airfix Aviation

Table 3. English job titles in Finnish job advertisements in HS, 31 October 2010

The first title, ‘key account manager & verkkomyyntin tuotepäällikkö’ (‘online sales product manager’⁶), combines English and Finnish elements creating a title that is on one hand understandable to an English speaking person and on the other hand only reveals its full meaning to a Finnish speaking person, who is also familiar with English. The title itself was in an advertisement published by Bonnier Publications Oy which belongs to a Swedish media company Bonnier Group. The parent company operates in sixteen different countries around the world and the company headquarters is located in Stockholm, Sweden. As the company operates in the field of international media, it is quite understandable why they have their job titles in English. The next two titles were also by Bonnier Publications Oy and they include elements of both English and Finnish: the title ‘BtoB -markkinointikoordinaattori’ (‘BtoB -marketing coordinator’) combines the abbreviation *BtoB* or *business-to-business* with a Finnish component ‘markkinointikoordinaattori’ and ‘freelancer-graafikko iPad-tuotteisiin’ (‘freelance graphic designer for iPad products’) also incorporates English elements with Finnish. According to Görlach (2001, 125) the word ‘freelancer/freelance’ has been fully accepted to Finnish language to indicate any job that is non-permanent. The second English element in this title, ‘iPad’, is a brand name for a certain product and therefore not applicable to translation.

The fourth title, ‘trade marketing manager’, was published by Kraft Foods, a subsidiary to Kraft Foods Incorporation which is a North American based food company. The company headquarters is located in Northfield, Illinois, USA and the company actively operates worldwide. In this case, the title was part of a sentence in example (1).

- (1) Haemme ammattilaistemme joukkoon sinua *trade marketing manager* (HS, 31 October 2010)⁷

⁶ All translations of the titles from hereafter are mine.

⁷ ‘We are looking for you, *trade marketing manager*, to join our team of professionals’

The title reveals that the job includes marketing in a managerial position, but the advertisement itself does not give away any hint of what the equivalent title might be in Finnish. However, in the advertisement there is a requirement for fluent knowledge of English, which might suggest that the person suitable for this job is expected to use English frequently.

The last title, ‘fleet manager(ia)’, was in an advertisement published by Airfix Aviation, the only Finnish company in this particular issue to use an English job title in their advertisement. Airfix Aviation's headquarters is in Vantaa, Finland and the area they mainly serve is Finland. However, due to the international nature of airline industry, it is understandable why they might be using English job title as part of their otherwise all-Finnish recruiting advertisement. In this case the title was part of a sentence in example (2).

- (2) Haemme nyt joukkoomme vakituiseen työsuhteeseen energistä *fleet manageria* (HS, 31 October 2010)⁸

Unlike in example (1) with ‘trade marketing manager’ in example (2) the sentence is formed in such way that *fleet manager* cannot be used in an uninflected form and therefore the Finnish partitive suffix *-ia* is added to the title. If the suffix *-ia* was not added, the sentence itself would be ungrammatical in Finnish. A requirement for fluent skills of English was mentioned in the advertisement and there was no Finnish equivalent to the English job title.

⁸ ‘We are looking for you, *trade marketing manager*, to join our team of professionals’

6.1.2. HS, 14 November 2010

The second issue of HS I examined was published on 14 November 2010. In this issue, there were 183 different job titles: 158 of them were in advertisements completely in Finnish, thirteen in advertisements in English, one title was in an advertisement written in Swedish and eleven were English job titles in Finnish advertisements. Table 4. illustrates the different titles found in this particular issue.

HS, 14 November 2010	
Title	Published by
Nordic regional director	MPS (MPS Finland Consulting Oy)
brand manager (tuotepäällikkö)	Schwarzkopf (Henkel AG & Co. KGaA)
EIT development engineer, performance engineer	Foster Wheeler Energia Oy (Foster Wheeler)
head of labour relations	Stockmann
controller (projects), metallurgical manager (projects), process designer, layout designer	Talvivaaran Kaivososakeyhtiö Oyj (Talvivaara Mining Company plc)
applications manager	Finavia (Finavia Corporation)
assistant controller(ia)	Berner Osakeyhtiö (Berner Ltd)

Table 4. English job titles in Finnish job advertisements in HS, 14 November 2010

The first title, ‘Nordic regional director’, was in an advertisement containing four other job titles, all written in Finnish except for this one. The advertisement was published by MPS, or MPS Finland Consulting Oy, which is a Finnish human resource company. Although the company operates internationally, the head office is located in Helsinki. In this case the job title was not part of a sentence and the advertisement did not include any additional information about the job in question. Instead, the advert encouraged the applicant to search for more detailed information on the company's web site. Although there might have been something more to this title on the web site, I

did not include this information in this study as it was not included in the printed advertisement.

The next title, 'brand manager', was in an advert published by Schwarzkopf, a brand part of a larger corporation called Henkel AG & Co. KgaA. Henkel AG & Co. KgaA is a multinational company that operates globally and has the company headquarters in Düsseldorf, Germany. In this case, the title was not part of a sentence, but used more as a headline to a longer job description. The job description contains a Finnish equivalent to the English title, which is 'tuotepäällikkö' (literally translated as 'product manager'). As a matter of fact, the title 'brand manager' is only mentioned once in the advertisement. However, in the job description there is a requirement for fluent knowledge of English language although there is an additional comment which states that the work does not require traveling abroad.

The next two job titles, 'EIT development engineer' and 'performance engineer', were in an advertisement published by Foster Wheeler Energia Oy. This company is a subsidiary to Foster Wheeler - a multinational conglomerate operating worldwide from Geneva, Switzerland. The first part of the first title, 'EIT', is an abbreviation of the words *engineering information technology*. Again, both of these job titles were used as headings to the job description and neither description included an equivalent title in Finnish. In both descriptions, however, there was a remark that fluent skills of both spoken and written English are needed in the jobs at question.

The title 'head of labour relations' was in an advertisement published by Stockmann, a Finnish retail trade company. The company headquarters is located in Helsinki and the company operates in Finland, Estonia, Latvia, Lithuania and Russia. Similarly to the previous titles, this job title was also used as a heading to the job description. There was no Finnish equivalent to the English job title in the advert. Like in so many previous cases, this job also required the future titleholder to be able to communicate in English. In this particular advertisement I found it surprising that there was no Finnish equivalent to the English job title as Stockmann is historically regarded as a very Finnish company. However, the recession in recent years and the changes it has brought in the economics might have had affected the company image and their need to be

internationally recognized and easily available to Finnish as well as applicants of other nationalities.

The next four job titles ('controller (projects)', 'metallurgical manager (projects)', 'process designer' and 'layout designer') were in an advertisement published by Talvivaaran Kaivososakeyhtiö Oyj (Talvivaara Mining Company plc). The company headquarters is located in Espoo, Finland and although the mining per se happens chiefly in Finland, the company has many international connections with other mining companies around the world. As for the job titles, each of them were used as headings to the job descriptions and none of them provided a Finnish equivalent to the English title. However, in all four descriptions there was the requirement to have good command of both spoken and written English.

The title 'applications manager' was published by Finavia Corporation, a Finnish company that operates in the field of aviation industry. Although the headquarters is located in Vantaa and the geographical area the company mainly serves is Finland, the aviation industry in itself operates primarily in English⁹ and similarly to the title in previous section by Airfix Aviation, it can be argued that working in this particular industry requires the job titles to be uniform regardless of the country one operates in. Although the advertisement with the English job title did not provide any additional information about the job in question, the title was preceded by a Finnish word *haemme* ('we are looking for'). If one would apply the Finnish grammar into this small sentence, it would be considered as somewhat ungrammatical. Although 'Haemme *applications manager*' is more or less understandable to a Finn, it lacks the Finnish object declension suffix *-ia* which indicates the need or search for someone, i.e. a 'manager(ia)'.

In this particular newspaper issue the only job title that combined English and Finnish in the title was 'assistant controller(ia)' ('assistant controller'). This was in an advertisement published by Berner Ltd., a Finnish company operating mainly in Finland, Sweden and in the Baltic countries in the field of marketing and sales. The company headquarters is located in Helsinki. This title was part of a sentence in example (3).

⁹ cf. Internet source 4.

(3) Haemme talousohjaukseen *assistant controlleria* (HS, 14 November 2010)¹⁰

The job title is understandable to an English speaking person, but like so many others, the advertisement does not provide any equivalent title in Finnish. There is once again a requirement for good skills of English in the job description.

6.1.3. HS, 13 March 2011

The third issue of HS examined in this study was published on 13 March 2011. This issue contained a total number 229 job titles: 198 titles were in advertisements completely in Finnish, 21 in advertisements completely in English and ten were in Finnish advertisements with English job titles. These ten job titles are illustrated in Table 5.

HS, 13 March 2011	
Title	Published by
product manager (tuotepäällikkö); project manager (projektipäällikkö) solutions development; engineer, solutions development (electric); SW engineer (ohjelmistosuunnittelija)	ABB (ABB Ltd.)
account manager(ia)	Sanoma Games (Sanoma)
sales executive	Market-Visio Oy (Gartner, Inc.)
partner manager(ia)	WSOYpro (Sanoma)
digital director(ia)	OmnicomMediaGroup (Omnicom Group)
account director	OMD Finland Oy (Omnicom Group)
web manager	DNA

Table 5. English job titles in Finnish job advertisements in HS, 13 March 2010

¹⁰ ‘We are looking for an *assistant controller* for our finance department’

The first four titles ('product manager', 'project manager', 'engineer' and 'SW (*software*) engineer') were in an advertisement published by ABB Ltd., a worldwide multifaceted company working with power and automation technology. The company headquarter is located in Zurich, Switzerland. The advertisement presented a variety of jobs available within the company, but only four titles were in English while the rest were in Finnish. English skills were not mentioned in the advertisement at all and three out of the four job titles did have a Finnish equivalent to the English title. Two of these were direct translations into Finnish: 'product manager' was 'tuotepäällikkö' and 'project manager' was translated into 'projektipäällikkö'. However, 'SW engineer' (which would be directly translated as 'ohjelmistoinsinööri' in Finnish) was translated into 'ohjelmistosuunnittelija' ('program designer').

The title 'account manageria' ('account manager') was published by a Finnish based media group *Sanoma* with its headquarter located in Helsinki. This company operates mainly in Europe as well as in Finland. The title is combined with Finnish in a sentence in example (4).

(1) Haemme *account manageria* (HS, 13 March 2011)¹¹

This title includes the Finnish suffix *-ia* to indicate the need for a manager. The advertisement does not mention English language skills or international business in any way. There is no equivalent Finnish title provided in the advertisement although the company is Finnish and an equivalent title would not have been hard to invent (for example 'asiakasvastaava' or 'myyntipäällikkö' which were both used in other advertisements).

The next advertisement with the job title 'sales executive' was published by Market-Visio Oy, a subsidiary company to a globally operating information technology research and advisory firm Gartner, Inc. whose headquarters is located in Stamford, Connecticut, United States.

¹¹ 'We are looking for an *account manager*'

The advertisement did not differentiate the job title in any way and it was presented in a cluster of other job titles for occupations the company was offering. However, ‘sales executive’ was in fact the only job title that was in English while all the other in this particular advertisement were in Finnish. There is no requirement for English language skills, although the advertisement mentions that the company is part of the globally operating Gartner, Inc. and that there is an office located in Moscow, Russia indicating that there might be opportunities to work abroad.

The next advertisement with the title ‘partner manager(ia)’ (‘partner manager’) was published by WSOYpro, a Finnish educational publisher company. The company is part of Sanoma Group, which is a media company based in Helsinki. In addition to Finland, the parent company operates also on the European market. The job title in this particular advertisement is part of a Finnish sentence in example (5).

(2) Haemme [...] *partner manageria* (HS, 13 March 2011)¹²

The job title uses the Finnish suffix *-ia* in order to make the sentence grammatically correct. There is no equivalent title in Finnish in the advertisement, but there are no requirements for English skills. All in all, the job title seems to be somehow out of place in this particular advertisement as it is otherwise completely in Finnish and it is published by a Finnish company. However, the parent company Sanoma Group does operate in an international level and there might be company policies behind these kinds of decisions concerning job advertising.

The next title, ‘digital director(ia)’ (‘digital director’), was found in an advertisement published by OmnicomMediaGroup, a company providing media services. This company is a subsidiary to OmnicomGroup, which is a globally operating business organization focusing on communications and advertising with its headquarters located in New York. The title itself is again part of a Finnish sentence in example (6).

¹² ‘We are looking for [...] a *partner manager*’

(3) Haemme joukkoomme *digital directoria* (HS, 13 March 2011)¹³

Similarly to the previous examples, this advertisement does not provide a Finnish equivalent to the English job title, but there is a requirement for excellent skills of English.

The next advertisement was published by OMD Finland Oy, a company which is also part of the conglomerate OmnicomGroup. Similarly to the last two titles, ‘account director’ was also part of a Finnish sentence in example (7).

(4) Oletko sinä etsimämme *account director* (HS, 13 March 2011)¹⁴

In this case, the sentence begins with an interrogative verb ‘oletko’ (‘are you’) suggesting that the sentence is indeed a question. No equivalent Finnish title is provided and fluent skills of English are required in the job.

In this issue of HS the last English job title, ‘web manager’, was published by a Finnish telephone operator company DNA. The company headquarter is located in Vantaa and their business is restricted to Finland. The title was in a cluster of other titles and it was the only one in English. As there were many other titles in the same advertisement, there was nothing too particular about this one title in question. One can only guess why the company chose to use an English title instead of a Finnish one. My opinion is that the title itself has become part of the language of the Internet with World Wide Web and other ‘web’ related words in the field of information technology and the Internet. Therefore it is justifiable as well as understandable to use English in this particular case.

¹³ ‘We are looking for a *digital director* to join us’

¹⁴ ‘Are you the *account director* we are looking for’

6.1.4. HS, 27 March 2011

The fourth example of HS was published on 27 March 2011 and it had a total number of 188 titles in the job advertisement section. The majority of them, 161 titles to be exact, were in advertisements that were completely in Finnish. 21 of the titles were in advertisements completely in English and only six were English titles in Finnish advertisements. Table 6. illustrates these titles.

HS, 27 March 2011	
Title	Published by
key account manager	Roche Diagnostics Oy (F. Hoffmann-La Roche Ltd.)
layout-suunnittelija	Metso (Metso Corporation)
assistant vice president, manager	Pohjola Pankki Oyj (OP-Pohjola Group)
controllerein äitiyslomasijaisuus	Keravan kaupunki (City of Kerava)
online sales manageria	Sanoma Magazines Finland (Sanoma)
Head of Financial Department	Finnlines Plc (Grimaldi Group)

Table 6. English job titles in Finnish job advertisements in HS, 27 March 2010

The first of these six titles was ‘key account manager’, a title in an advertisement published by Roche Diagnostics Oy. This company is a diagnostic division in Finland of a globally operating healthcare company F. Hoffmann-La Roche Ltd. The corporation's headquarters is located in Basel, Switzerland. The job title appears as a heading to the whole advertisement. There is no Finnish equivalent provided to the English title nor is there a requirement for any English skills. There is an English slogan of the company in the advertisement, but otherwise only Finnish is used.

The next title in this issue is a compound containing an English word and a Finnish word: ‘layout-suunnittelija’ (‘layout designer’). The advertisement containing this job title was published by Metso Corporation, which is a Finnish company operating worldwide. The headquarters of the company is located in Helsinki. The advertisement contains two other job titles,

but they are in Finnish. Once again the title is used as a heading to the information about the occupation in question and even though the title is partly in Finnish, there is no Finnish equivalent provided for the word ‘layout’. However, there is a requirement for fluent skills of both written and oral skills of English as it is mentioned that the operational environment is going to be ‘international’.

The next two titles, ‘assistant vice president’ and ‘manager’ were in the same advertisement published by a Finnish banking and insurance company OP-Pohjola Group. The company head office is in Helsinki and the company operates solely in Finland. The job titles are used as separate headings and the titles have not been translated into Finnish in the advert. English is not a requirement for applying for these two occupations, so there is no reason why the titles should be in English rather than Finnish. In this case, the purpose of English job titles is maybe to increase the prestigious value of the occupations in question.

The next title was in an advertisement published by the city of Kerava, a small city near Helsinki. The title, ‘controllerin äitiyslomasijaisuus’¹⁵, is used as a separate heading for the advertisement and is not part of any sentence. There is no equivalent Finnish title in the advertisement nor is there any requirement for skills of English. However, Görlach (2001, 70) notes that ‘[t]he English word [*controller*] has been adopted (marginally) as a term of business management’, so therefore it could be argued that it is an Anglicism that is becoming a stable element in the Finnish vocabulary.

The next title, ‘online sales manager(ia)’ (‘online sales manager’), was part of a sentence in example (8).

(5) Haemme *online sales manageria* (HS, 27 March 2011)¹⁶

¹⁵ ‘a maternity leave substitute for a controller’

¹⁶ ‘We are looking for an *online sales manager*’

There is again the Finnish object declension suffix *-ia* present in the title. The advertisement was published by Sanoma Magazines Finland which is part of the Sanoma Group. Unlike many of the titles presented so far, this advertisement actually uses a Finnish equivalent to the English title, although it is not a direct translation: the advertisement explains that the person hired for this position would be acting as ‘the manager of electrical direct marketing team’¹⁷, which is essentially an euphemism of the title ‘online sales manager’. There is no requirement for any skills of English in the advertisement. However, it should be kept in mind that Sanoma Group does operate in more than twenty countries worldwide, so it is highly arguable that English is a basic skill for an employee of the company in question.

The last job title in this issue of HS was ‘head of financial department’ in an advertisement published by a company called Finnlines Plc, a Finnish subsidiary to Grimaldi Group: a multinational shipping company whose headquarter is located in Naples, Italy. The title is used as a heading to the entire advertisement with no Finnish title available to the reader. Fluent skills of both written and spoken English are required of the applicant.

6.1.4. HS, 10 April 2011

The fifth issue of HS was published on 10 April 2011 and it consisted of 226 titles in the job advertisement section. Out of these 226 titles 192 were in advertisements that were completely in Finnish, 23 were in advertisements completely in English, five were in advertisements written in some other language (i.e. Swedish or Norwegian) and six job titles were in English in otherwise Finnish advertisements. Table 7. illustrates these titles.

¹⁷ Direct translation of ‘sähköisen suoramarkkinointitiimin esimies’

HS, 10 April 2011	
Title	Published by
Tax, advisory	KPMG
SAP business consultant/manager, SAP junior business consultant	Logica
head of cash management sales, corporate & institutional banking	Danske Bank Group
account manager	ThyssenKrupp Elevator (ThyssenKrupp AG)

Table 7. English job titles in Finnish job advertisements in HS, 10 April 2011

The first two titles were in an advertisement with many other job titles and it was published by KPMG, which is an internationally operating company that offers professional services. The company headquarter is located in Amstelveen, Netherlands. The titles ‘tax’ and ‘advisory’ are two of the vaguest job titles in this study as there is no clear concept of what the occupation behind the titles would actually involve. As the advertisement had many other job titles in it and a request to visit their website for more information, the full meaning of these two titles was lost in the advertisement itself. Furthermore, I was only interested in what was included in the newspaper from job title point of view so I did not visit the company website and therefore do not know whether a further and more detailed description would have been available.

The next advertisement had also more than one English job title: ‘SAP Business Consultant/Manager’ and ‘SAP Junior Business Consultant’. *SAP* is an acronym of German words *Systeme, Anwendungen, Produkte*, and it is translated to English as *Systems, Applications and Products*. The advertisement was published by Logica, which is an internationally operating business consultancy company and the headquarters is located in Reading, United Kingdom. The job titles are presented in the advertisement separately and in cases there is a requirement for fluent skills of English. Neither description contains a Finnish equivalent to the English titles, but there are additional titles from which the ‘SAP business consultant/manager’ can choose (‘SAP Project Manager’; ‘SAP Program Manager’; ‘SAP Service Manager’; ‘SAP Senior Business Consultant,

FICO’; ‘SAP Senior Business Consultant’; ‘HR’; ‘SAP Technical Consultant’). I did not include these in my study as they are simply subcategories under the title ‘SAP Business Consultant/Manager’.

The third title in this section, ‘Head of Cash Management Sales, Corporate & Institutional Banking’, was in an advertisement published by Danske Bank Group, a Danish bank operating mainly in Europe with its headquarter located in Copenhagen, Denmark. The job title was used as a heading to the whole advertisement. The title was used in a different manner later in the advertisement, in this case with Finnish words: ‘Cash Management Sales -yksikön johtajana’ (‘as the manager of Cash Management Sales department’). In the advertisement there is a notion about working together with the company's international units as well as a requirement for good language skills of English.

The last example of an English job title in this issue of HS was ‘Account manager’ which was found in an advertisement published by ThyssenKrupp Elevator. The company is part of a multinationally operating German conglomerate ThyssenKrupp AG and the company's headquarter is located in Essen, Germany. The title was used as a part of a Finnish sentence in example (9).

(6) Haemme joukkoomme Helsinkiin sinua *account manager* (HS, 10 April 2011)¹⁸

In this case the job title and the company name are the only English words in the entire advertisement. The two English words are used in their basic forms and there is no reference to any Finnish equivalent job title nor is there a requirement for any skills of English.

¹⁸ ‘We are looking for you, *account manager*, to join us in Helsinki’

6.1.5. Summary of the job titles found in HS

There were 24 different parent companies behind the Finnish advertisements with English job titles. Thirteen of these companies had their headquarters located in some other country than Finland and eleven of them were based somewhere in Finland. For the thirteen companies, it is evident that they operate in an international level. Therefore it is understandable that the company would prefer English job titles in order to avoid any misunderstandings between the different subsidiaries and employees. Out of the eleven Finnish companies, six operate on an international scale and five have their businesses limited to Finland. However, out of these five companies, two (Airfix Aviation and Finavia Corporation) operate in aviation: an industry where English is the official language and that can be considered highly international. Therefore it can be understood why the company would want to use English job titles. The remaining three companies are located and operating in Finland but still prefer to use English in their advertisements for open vacancies.

Eleven job titles combine English and Finnish linguistic elements together either as separate words combined in one title or adding a Finnish object declension suffix *-ia* to the end of an English stem word. Only five job titles have a Finnish alternative to the English one. These five titles were in advertisements published by three different companies: Sanoma Group, KgaA and ABB. Sanoma Group's headquarter is in Finland, but the area they operate in is Europe, which justifies why a Finnish company wants to use English as well as Finnish in their job advertisements and job titles. KgaA on the other hand is an international enterprise, so to have a Finnish equivalent to an English title is, in my opinion, just an addition and shows that the company values the Finnish society as well as their Finnish employees. ABB is also an internationally operating company, but it has a strong and active business foundation in Finland¹⁹ and their reasons for having a Finnish title alongside the English title are most likely similar to the ones with KgaA.

It is interesting that out of the eleven Finnish companies only one provides a Finnish job title in their advertisement. This aspect concerning the motivations and attitudes towards

¹⁹ ABB operates in more than 40 different locations in Finland

Finnish versus English titles within the business discourse could be a possible research topic in the future.

6.2. Analysis of the titles in monster.fi

Out of the 646 job titles I examined on monster.fi between 22 March 2011 and 14 April 2011, 66 job titles were useful for my study. They are listed in Table 8.

monster.fi 22 March 2011 – 14 April 2011			
Title	Company	Title	Company
sales executive	Citydeal Oy (Groupon)	procurement controller	Paulig Oy (Oy Gustav Paulig Ab)
software developer	LM Tietopalvelut (LM Information Delivery)	Content-asiantuntija	Sentraali (Eniro AB)
assistant controller	JCDecaux (JCDecaux Group)	international sales and management trainee	Meltwater Group
Nordic graduate sales program, SAP-asiantuntijoita	IBM	test manager/testauspäällikkö, SSO specialist	Logica
IT specialist	Santander Consumer Finance Oy (Banco Santander, S.A.)	project manager, test manager, system specialist, R&D team leader, on-site engineer, service product manager, ramp-up coordinator, support manager, project manager, senior design engineer	ABB Oy (ABB Ltd.)
dynamics AX-konsultti	Pretax Yhtiöt (Accountor Group)	B2B-myyjä	EasyPark
team assistant	Deloitte	reporting analyst, controller, HR specialist, Service Desk-työntekijä, team leader ostoreskontraan	Poolia Suomi Oy (Poolia)
business applications specialist, IT specialist	Incap Oyj (Incap Corporation)	sales manager, finance controller, HR-asiantuntija	Manpower Oy (Manpower Inc.)

project manager/projektipäällikkö, myyntipäällikkö/sales manager	Nice-business Solutions (Nice-business Solutions Finland Oy)	software developer	Digia (Digia Plc)
Customer service outbound / vientiliikenteenhoitaja	CMA CGM (CMA CGM Group)	application specialist	Itella Information Oy (Itella Corporation)
web designer / verkkoviestinnän suunnittelija	YIT Rakennus (YIT Corporation)	office manager	Willis Oy (Willis Group Holdings)
ERP (Enterprise Resource Planning) asiantuntija	KPMG	back office- asiantuntija	Sampo Oyj Sijoitushallinto (Sampo Plc)
controller	Suomen Messut / co MP (MPS Enterprises Ltd)	Asiakaspalvelupäällikköä /event manager	Management Events
technical project manager	G4S Security Services Oy (G4S plc)	marketing talent/markkinointiosaaja	Talent Gate (Talent Gate Oy)
HR-harjoittelija	Kesko Oyj (Kesko Corporation)	ICT-kouluttaja	Elan IT Resource (Manpower Inc.)
controller	Patria	agile coach, fanatic programmer	Reaktor Innovations Oy
front-end-ohjelmoija	Iltalehti (Alma Media)	controller	WSP Finland Oy (WSP Group)
account manager	Academic Work	web-analyytikko	Fonecta Oy (European directories)
key account manager	Valora Trade Finland Oy (Valora Group)	Citrix and Windows server service manager	Nervogrid
asiakasvastaava/account manager	Fountain Park	business analyst	EilaKaisla Oy
IT service coordinator/IT service manager, IT infra manager	VR Yhtymä Oy (VR Group)	treasury consultant	Opus Capita (Itella Corporation)
business analyst	SCA (Svenska Cellulosa Aktiebolaget)	operational/maintenance responsible for technical maintenance in Nordea Finland Facilities Operations and Services	Nordea (Nordea Bank AB)

Table 8. Titles on monster.fi 22 March 2011 – 14 April 2011

The percentage of English job titles in Finnish advertisements found on monster.fi was much higher compared to the advertisements in the HS newspapers. Out of the 646 titles, 345 (or 52.3%) were in Finnish in entirely Finnish advertisements, 163 titles (25.1%) were in English in completely English advertisements, 71 titles (10.9%) were in Swedish in completely Swedish advertisements and 66 titles (11.7%) were in English in an otherwise Finnish advertisement. Unlike in HS, many of the advertisements published online included both English and Finnish title in the heading of the advertisement. Most of these could be seen as having the same underlying meaning in both languages, but some were more ambiguous; for example a title ‘asiakaspalvelupäällikkö’ (‘customer service manager’) was translated as ‘event manager’. Another rather unclear title was ‘asiakasvastaava’ (‘customer manager’ or more literally ‘a person responsible for the customers’), which was paired with the English title ‘account manager’. These two examples show quite clearly that translating titles from one language to another is not always a straightforward task and requires certain amount of knowledge of the field in question from both the employer and the employee. Furthermore, when keeping in mind what sort of connotations and images these titles convey, it becomes clear that for an employee, it is most likely more appealing to refer to themselves as being ‘a manager’ than ‘a responsible person’. This aspect will be discussed in greater detail in the section concerning the questionnaire I conducted.

However, when studying what kind of companies published the advertisements in question, we can see that many of them are in fact the same that published in the printed media, HS. Out of the 44 different companies, 22 have their headquarters located in some other country than Finland. This means that 22 companies are based in Finland. Out of these 22 companies that have their headquarters in Finland, seven operate only in Finland and 15 in other countries in addition to Finland. Among these internationally operating companies are for example Patria, Digia and Incap Oyj, which, according to their official web pages respectively, all do business around the globe.

I studied what kind of job titles the company placing the advertisement used and if the job title was in fact in English, I ensured the actual job description was in Finnish. Often there was a

link in the advertisement directing to the company's web page where one could gather more information about the vacancy, but I did not study them in any detail. After all, the focus was to compare the two medium of advertising, and to discover whether any major differences could be found in the advertisements published in them. Therefore the company web pages were not included in this study and if there had been a Finnish title in the actual web page of the company in question, it is not included in this research.

There were numerous cases where the English title was combined with a Finnish one. These titles are listed in Table 9.

Title	Company
Content- asiantuntija	Sentraali (Eniro AB)
SAP- asiantuntijoita	IBM
dynamics AX- konsultti	Pretax Yhtiöt (Accountor Group)
B2B-myyjä	EasyPark
Service Desk- työntekijä	Poolia Suomi oy (Poolia)
Team leader ostoreskontraan	Poolia Suomi oy (Poolia)
HR- asiantuntija	Manpower oy (Manpower inc.)
ERP asiantuntija	KPMG
back office- asiantuntija	Sampo Oyj Sijoitushallinto (Sampo Plc)
HR- harjoittelija	Kesko Oyj (Kesko Corporation)
ICT- kouluttaja	Elan IT Resource
front-end- ohjelmoija	Iltalehti (Alma Media)
web- analyttikko	Fonecta Oy (European Directories)

Table 9. Titles combining English and Finnish

As can be seen from the titles, most of them have an English word paired with a Finnish word such as 'asiantuntija' - 'expert' or 'specialist', 'konsultti' - 'consultant', 'myyjä' - 'salesperson', 'työntekijä' - 'worker', 'harjoittelija' - 'trainee' or 'intern', 'kouluttaja' - 'trainer' or 'instructor', 'ohjelmoija' - 'programmer' and 'analyttikko' - 'analyst'. All of the titles listed above could quite easily have been published in Finnish, but for some reason English was chosen for the descriptive part of the title. Most of the titles also use abbreviations such as 'B2B' - *business-to-business*, 'ERP' - *Enterprise Resource Planning* and 'ICT' - *information and communications technology*.

Out of the 66 job titles useful for this study, seven provided an equivalent Finnish title to an English one. However, out of these seven, five were by Finnish companies and out of these

five companies only one operates solely in Finland. In comparison to the advertisements in the printed media, the results are notable: not a single Finnish company did provide an equivalent Finnish title in their advertisements in the HS examined in this study. This suggests that it is more convenient to include a Finnish title in the interactive media than in the traditional, printed media.

6.3. Analysis of the questionnaire

The questionnaire for this study was adapted from the study conducted by Van Meurs et al. (2007) in the Netherlands. For my thesis, I wanted the questionnaire to support the empirical material I was able to gather from the newspaper issues and therefore the questionnaire was not as extensive as the one conducted by Van Meurs et al. Nevertheless, my questionnaire provided some valuable qualitative information in addition to the quantitative side of my study.

As mentioned in chapter 5, the questionnaire was conducted online in May 2011. A link was made available on my Facebook account which took the respondents to the questionnaire. I gathered the total number of 34 answers in two days. The questionnaire contained five pairs of job titles in English and Finnish: ‘web designer’ – ‘verkkoviestinnän suunnittelija’, ‘customer service outbound’ – ‘vientiliikenteenhoitaja’, ‘controller’ – ‘laskentapäällikkö’, ‘marketing talent’ – ‘markkinointiosaaaja’ and ‘account manager’ – ‘asiakasvastaava’.

The respondents were asked to do three sections in the questionnaire: firstly, they were asked to choose adjectives for each pair of titles. For each job title the informants were given twelve adjectives arranged in six pairs. The adjective pairs were ‘easy to understand - hard to understand’, ‘trendy – mundane’, ‘attractive – unattractive’, ‘low-level - high-level’, ‘old fashioned – modern’ and ‘challenging – easy’. The informants were asked to choose from each adjective pair the alternative that in their opinion matched each title the best. Even though the informants were advised to choose exactly six adjectives for each title (ie. one adjective from each pair), some respondents did not comprehend the instructions. This means that for some titles there can be both adjectives from one adjective pair and not either one from another pair.

Secondly the respondents were asked to choose from each title pair the one they would prefer for themselves. Lastly, if the respondent had chosen one or more job titles that were in English, they were asked to explain in their own words why they chose to do so. However, not all respondents who chose an English title explained their choice in any way.

6.3.1. ‘web designer’ – ‘verkkoviestinnän suunnittelija’

This pair was taken from an advertisement found on monster.fi²⁰. Figure 1. shows the number of adjectives chosen for each title.

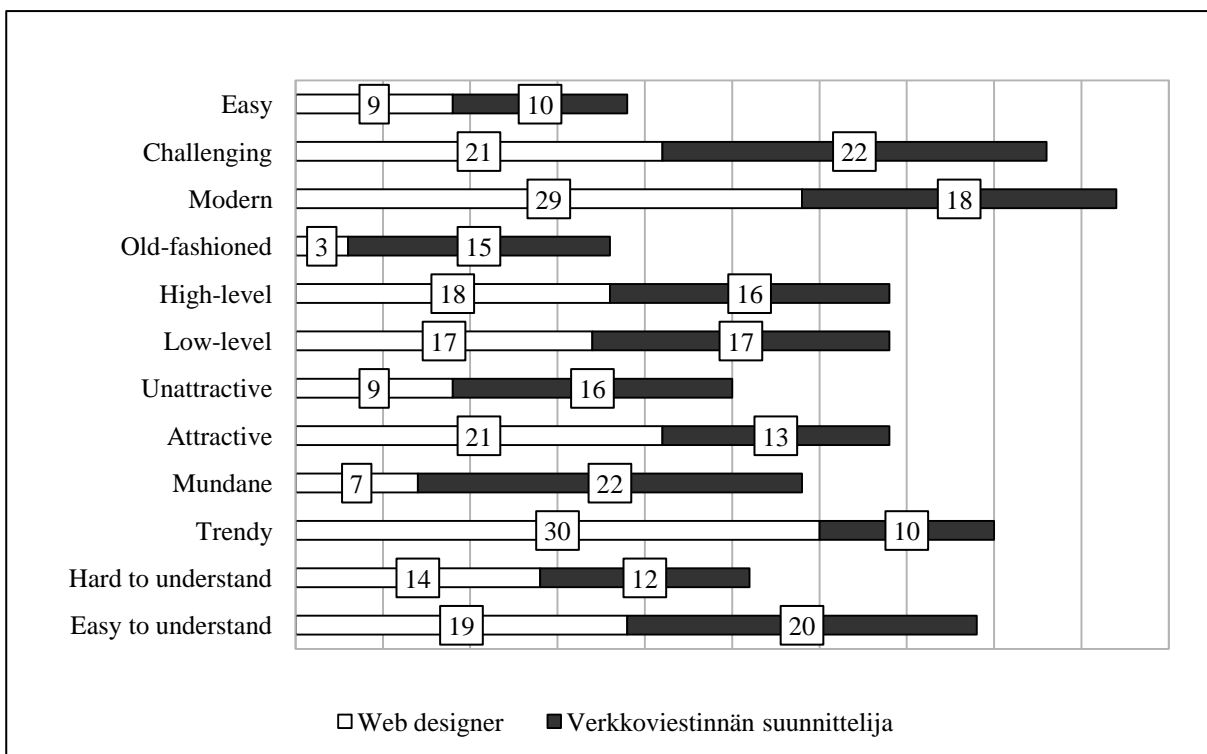


Figure 1. Adjectives chosen for ‘web designer’ and ‘verkkoviestinnän suunnittelija’

The figure shows the number of informants who have chosen the adjective in question for each title. For example, nine informants considered ‘web designer’ as being an ‘easy’ profession, whereas ten informants found ‘verkkoviestinnän suunnittelija’ as ‘easy’ instead of ‘challenging’. However, as

²⁰ Found on 22 March 2011, published by YIT Group

explained above, the numbers are slightly misleading: it was possible to choose both ‘easy’ and ‘challenging’ for a title, although the aim was to have an either-or situation. At the same time, some titles did not receive adjectives from all the informants at all. This is unfortunately the case with each figure presenting the adjective distribution for the title pairs. Although the numbers are indeed misleading and not equally divided between the intended adjective pairs, they still give an insight to what might be the general attitude towards a title in question.

As can be seen from figure 1. the adjectives chosen for the two titles are quite equally divided. These results suggest that ‘web designer’ is viewed as being more modern and trendy than ‘verkkoviestinnän suunnittelija’. Also, a larger number of the respondents found ‘web designer’ more attractive than its Finnish equivalent. As a matter of fact, ‘web designer’ was the only title that gained a higher percentage when asked whether a person preferred the English title or the Finnish title to themselves. Figure 2. shows the distribution of the preferred title to each informant. Both titles are viewed as being easy to understand which might suggest that ‘web designer’ has been part of Finnish business discourse for quite some time and people are familiar with what it denotes.

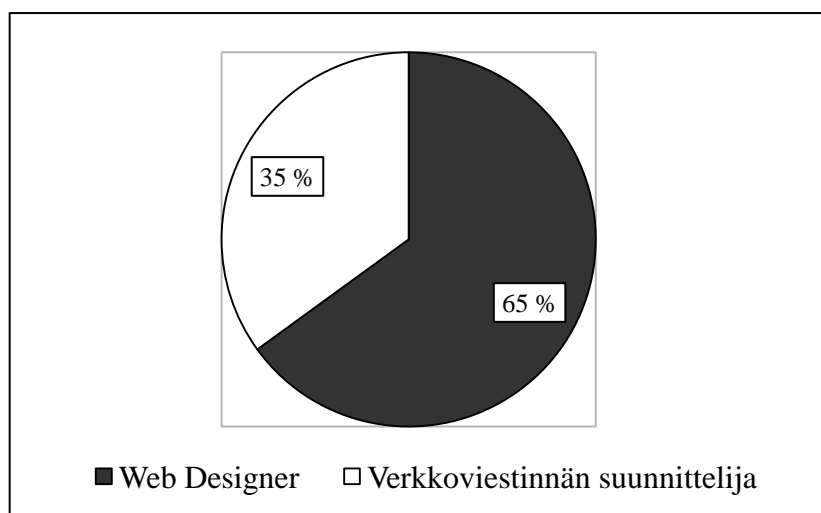


Figure2. Preference between ‘web designer’ and ‘verkkoviestinnän suunnittelija’

The open questions were quite interesting and some respondents were very particular. This informant chose not to reveal their gender or age group:

- (1) Apart from being one myself, if I would have ‘verkkoviestinnän suunnittelija’ in my résumé, I would feel that not many would understand what it meant. However, ‘web designer’ is somewhat understood by most of the population.²¹

Another respondent, a female from the age group 21 to 25, explained their choice:

- (2) ‘Web designer’ is a logical choice when the Internet is in question, as the field operates greatly in English. Otherwise the titles in English do not bring added value, on the contrary take away intelligibility from the jobs in question.

A female years 26 to 30 had similar thoughts:

- (3) [I chose] ‘web designer’ because I think in that particular field English is an important language and the Internet works on its terms.

It seems that in this case the Internet is perceived as a crucial factor and the knowledge of English is a required skill if you want to work as a ‘web designer’. A female between the ages 26 to 30 simply put it

- (4) The title in English is more understandable.

²¹ The translations of the answers are mine. For the original answers in Finnish, see Appendices.

6.3.2. ‘customer service outbound’ – ‘vientiliikenteenhoitaja’

The pair ‘customer service outbound’ – ‘vientiliikenteenhoitaja’ was also found in monster.fi²².

Figure 3. shows the number of adjectives chosen for each title.

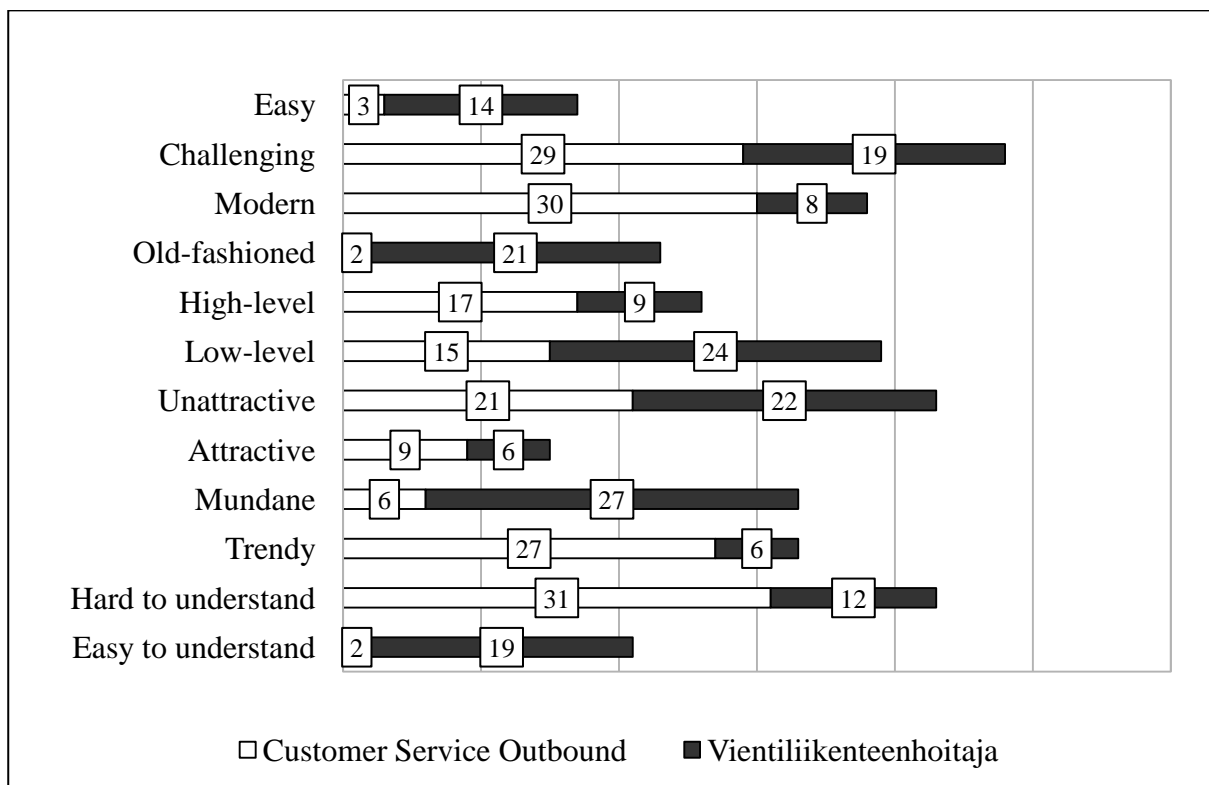


Figure 3. Adjectives chosen for ‘customer service outbound’ and ‘vientiliikenteenhoitaja’

From this figure we can see that the title ‘customer service outbound’ was perceived by most respondents as challenging, modern and trendy, whereas its Finnish counterpart ‘vientiliikenteenhoitaja’ received higher numbers with adjectives such as easy, old-fashioned and mundane. At the same time, the latter title was seen as being easy to understand as nineteen people chose this adjective for the Finnish title whereas 31 people thought the English title was hard to understand. However, the English title was seen as requiring higher education than the Finnish one.

²² Found on 23 March 2011, published by CMA CGM

Although one might say that ‘vientiliikenteenhoitaja’ was seen more or less in negative and unattractive light by the respondents, it was still the title most of them would choose for themselves if given the choice. Figure 4. shows the distribution of preference between the two titles.

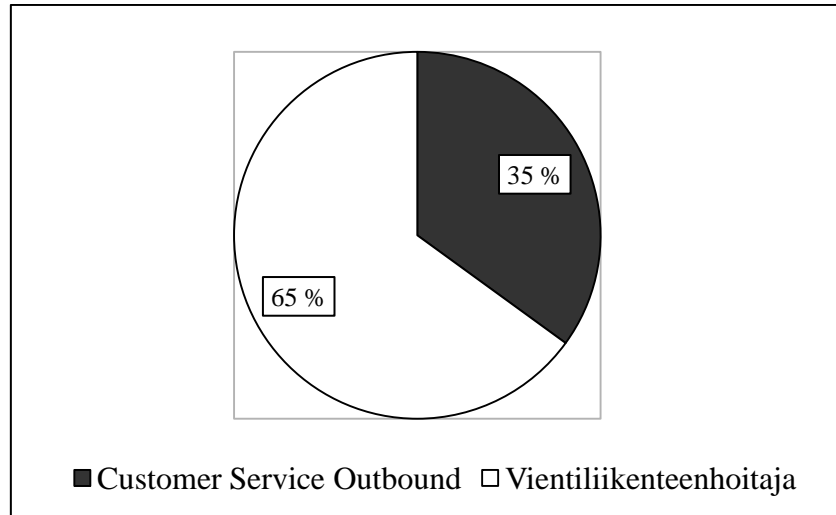


Figure 4. Preference between ‘customer service outbound’ and ‘vientiliikenteenhoitaja’

The open questions for this particular pair revealed some interesting notions I had not thought about. One respondent, a female between the ages 26 to 30 said

- (5) [I chose] ‘customer service outbound’ because the Finnish version has the word *hoitaja* (nurse, caretaker) in it, which automatically lessens the prestige of the title.

Another respondent, also a female from the same age group said

- (6) ‘Vientiliikenteenhoitaja’ is a long word and sounds unpleasant and on top of that the word *hoitaja* (nurse, caretaker) in my opinion refers to the field of welfare and healthcare rather than teleinformatic know-how.

As I only asked my respondents to give more information if they chose the English titles, I can only speculate why most of them preferred the Finnish title over the English one. One of the reasons might be that because of the English title is so vague and includes difficult vocabulary most people simply do not understand what kind of work this title would include.

6.3.3. ‘controller’ – ‘laskentapäällikkö’

Similarly to the previous titles, this pair was also found on monster.fi²³. Figure 5. shows the distribution of adjectives for both ‘controller’ and ‘laskentapäällikkö’.

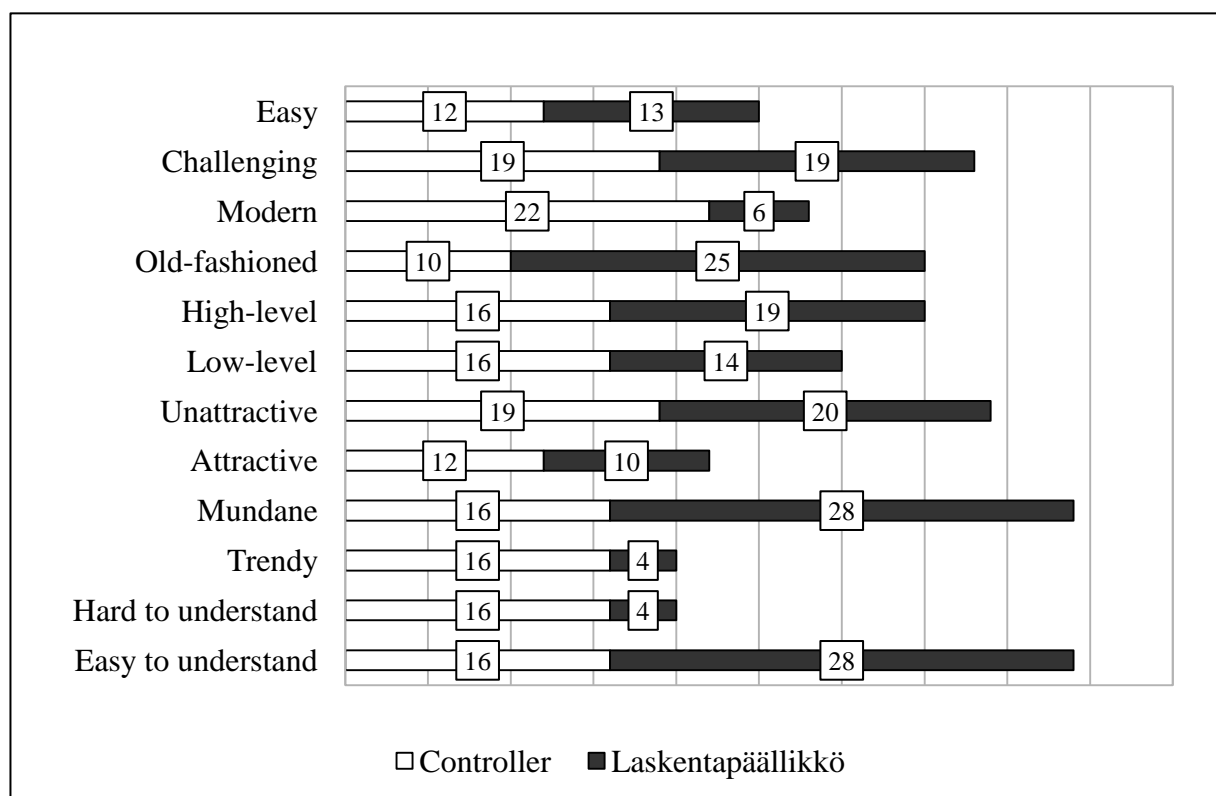


Figure 5. Adjectives chosen for ‘controller’ and ‘laskentapäällikkö’

²³ Found on 14 April 2011, published by Suomen Messut/co MPS

The choice of adjectives was divided quite equally between the two titles. For example adjective pairs ‘easy - challenging’, ‘high-level - low-level’, ‘unattractive - attractive’ did not show any significant distinction between the ‘controller’ and ‘laskentapäällikkö’. On the other hand, ‘controller’ was seen as being more modern and trendy than ‘laskentapäällikkö’, but once again the Finnish title was considered easier to understand. Similarly to the previous job title pair, the Finnish title was chosen as the more preferred one of the two. The distribution between the two titles is illustrated in Figure 6.

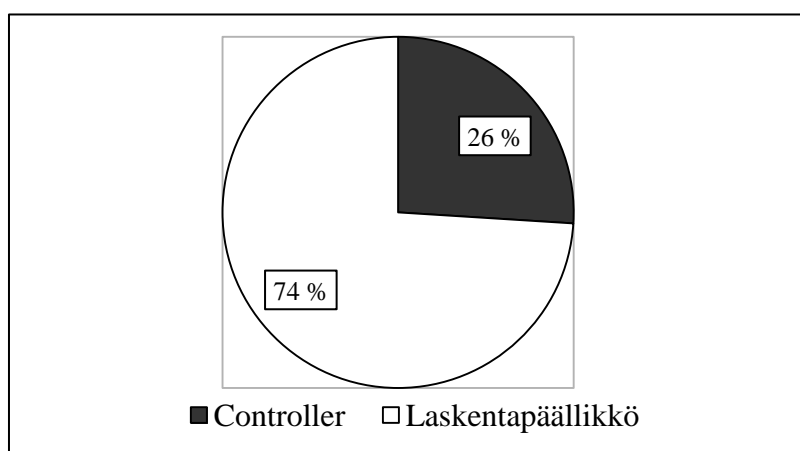


Figure 6. Preference between ‘controller’ and ‘laskentapäällikkö’

In the open questions, the choice for ‘controller’ was described by a female between 26 to 30 years as

- (7) [o]ut of all the options, ‘controller’ is the one that has been adapted to the [Finnish] language of practice (or is at least the most familiar one).

Another one, a female between the ages 31 to 35, said

- (8) [They] are already perhaps more established than titles in Finnish in the present day working life and thus it is easier to perceive the work picture which is related to the title. For example ‘controller’ vs. ‘laskentapäällikkö’.

6.3.4. ‘marketing talent’ – ‘markkinointiosaaja’

This pair was also taken from an ad found on monster.fi²⁴. The distribution of adjectives chosen for each of the titles is shown on Figure 7.

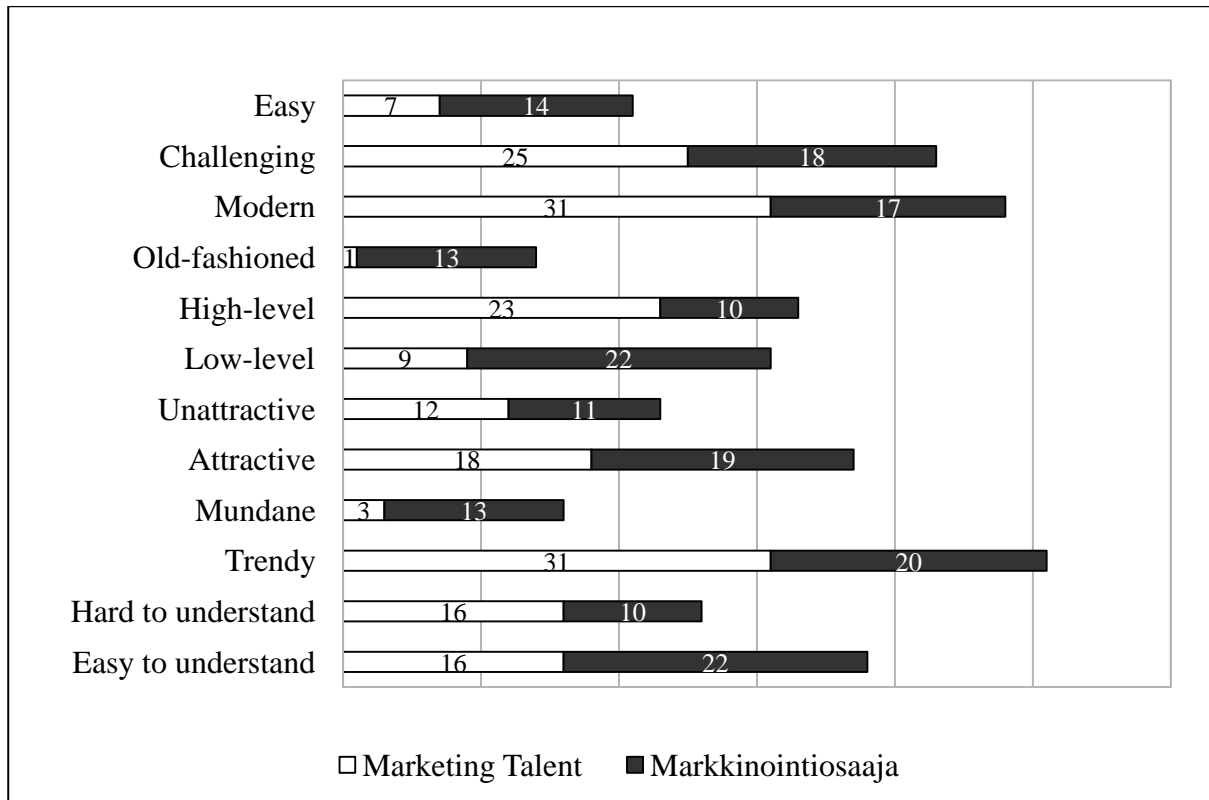


Figure 7. Adjectives chosen for ‘controller’ and ‘markkinointiosaaja’

As for the adjectives, ‘marketing talent’ was seen as an occupation that would be challenging, modern, high-level and trendy, whereas ‘markkinointiosaaja’ was seen as quite the opposite as most popular adjectives chosen for it described it as easy, old-fashioned, requiring low-levels of education and also being mundane. The distribution of being unattractive or attractive received roughly the same amount of choices. On average, more people perceived ‘marketing talent’ as something that was harder to understand than its Finnish equivalent ‘markkinointiosaaja’. Furthermore ‘markkinointiosaaja’ received a higher percentage of preference when choosing the title for the respondents themselves. Figure 8. illustrates the distribution between the two titles.

²⁴ Found on 13 April 2011, published by Talent Gate

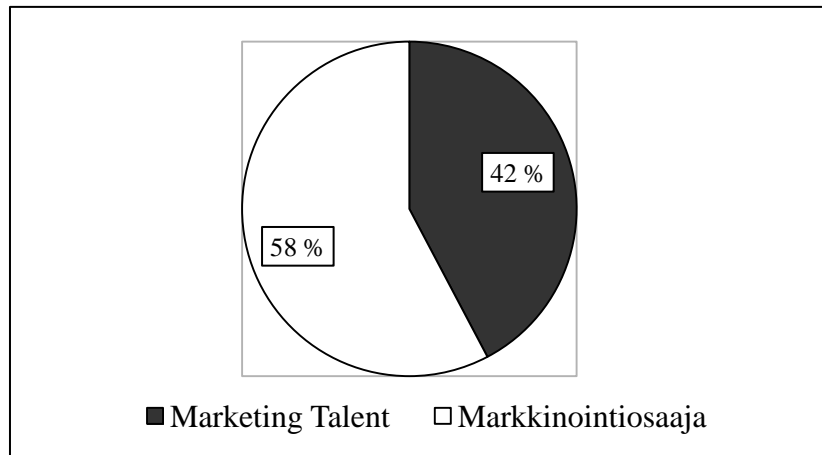


Figure 8. Preference between 'marketing talent' and 'markkinointiosaja'

In the open question section, this pair did not receive any direct comments from the respondents. However, 58 percent of the respondents preferred 'markkinointiosaja' as the title they would want for themselves. A female respondent between the ages 21 to 25 who chose 'marketing talent' and 'web designer' as the titles she preferred generally commented:

(9) [They] sound better in English and are easily understood.

Another female from the same age group who had chosen 'web designer', 'marketing talent' and 'account manager' said

(10) Because most of the terms have been in English to begin with, the translations into Finnish seem 'forced' and sometimes even take the focus completely elsewhere. In my opinion it is unnecessary to translate certain terms into Finnish, especially the ones used in the field of media, because the field operates around terms that are in English in any case.

6.3.5. ‘account manager’ – ‘asiakasvastaava’

The last example of titles on my questionnaire, ‘account manager – asiakasvastaava’, was also taken from monster.fi²⁵. Figure 9. shows the number of adjectives chosen for both titles.

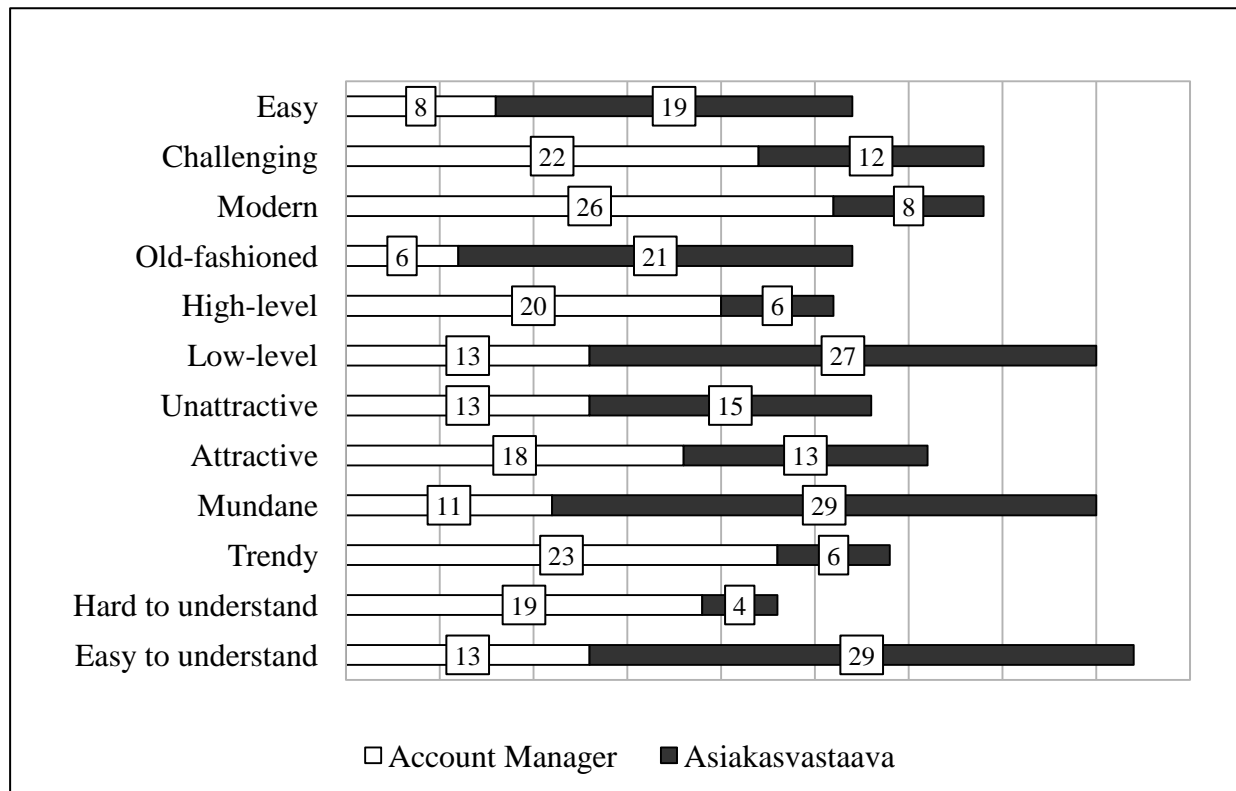


Figure 9. Adjectives chosen for ‘account manager’ and ‘asiakasvastaava’

From Figure 9. it can be seen that ‘account manager’ was perceived as being challenging, modern and trendy, whereas its Finnish equivalent ‘asiakasvastaava’ received higher numbers with adjectives such as being easy, old-fashioned and requiring lower levels of education. However, the adjective pair ‘attractive – unattractive’ received the most even numbers from the respondents. On the whole ‘asiakasvastaava’ was regarded as less attractive title of the two, but the difference between the job titles was not that significant. Once again, the latter was perceived easy to understand as as many as 29 people chose this adjective for the Finnish title. Even though it would seem that ‘account manager’ would be more appealing to the respondents, 53% of them still chose

²⁵ Found on 8 April 2011, published by *Fountain Park*

‘asiakasvastaava’ as the title they would prefer for themselves. Figure 10. shows the distribution between the two.

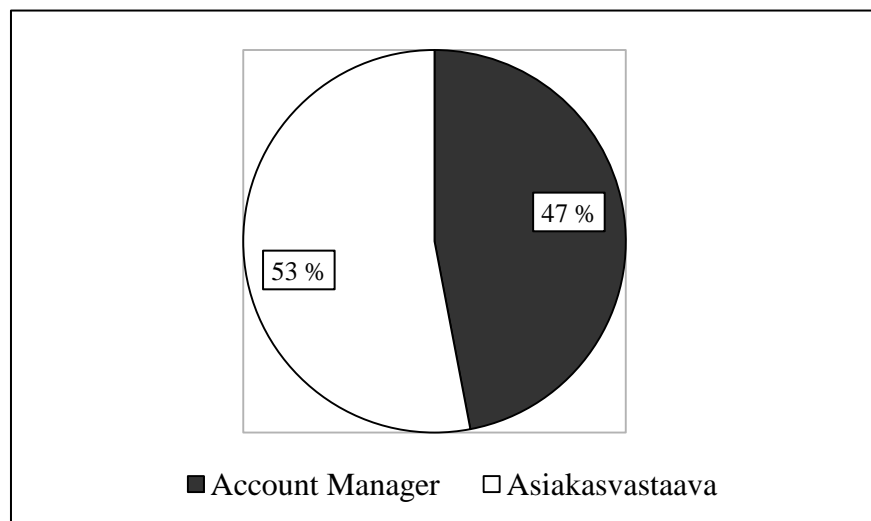


Figure 10. Preference between ‘account manager’ and ‘asiakasvastaava’

The answers in the open question section received a couple of comments. A female respondent in the age group of 26 to 30 years said

- (11) [I chose] ‘account manager’ because the title in Finnish is boring.

This particular respondent also chose ‘web designer’ and ‘customer service outbound’, so it appears that in general this informant favored the English titles over the Finnish ones. Another respondent, a male in the age group of 26 to 30 years, commented:

- (12) Some things sound better in English, sexier in a way. It is more boastful to say
‘How do you do, my name is Bond, James Bond and I’m an account manager.’

6.3.6. Open questions

Many of my respondents who answered the open questions did not specify their answers with any particular title. However, their answers provide interesting and enlightening information about the motivations behind their choices. Out of 34 respondents, fifteen chose one or more title in English and their answers are listed below. All answers were written in Finnish and I have translated them. The answers are not listed in any particular order. The list shows the gender of the respondent in question as well as their age group (a) and also the titles (b) the respondent chose for themselves and the reasons behind their choice (c).

1. a) Male 26-30
b) web designer, marketing talent, account manager
c) Sounds more interesting
2. a) Female 21-25
b) web designer, marketing talent
c) Titles in English sound trendy and therefore attract young international talents, i.e. students and graduates.
3. a) Male 26-30
b) web designer, customer service outbound, marketing talent, account manager
c) Nowadays companies and businesses are part of the international entirety and that is why it is more sensible to have the titles in English.
4. a) Female 26-30
b) web designer, controller
c) A title that is clearer, more interesting, trendier, more compact.
5. a) Female 26-30
b) customer service outbound, marketing talent, account manager
c) In my opinion, some of the titles in English somehow portray more clearly and widely how I understand or want to understand the particular title.
6. a) Female 26-30
b) web designer, marketing talent, account manager
c) Some of the words sound better in English and they can also be understood in English. Some might sound good in English, but they are understood better once you translate the title into Finnish.

7. a) Female 26-30
 - b) (This person did not choose any of the titles in English, but wanted to tell their opinion in any case.)
 - c) Usually all titles in English sound fake and in pursuit of specialty. Certainly there are sometimes situations where there is not as good an equivalent in the Finnish language. In that case it is reasonable to use the English title rather than have an awkward translation, e.g. 'designer' is a designer and not 'disaineri/designer'.
8. a) Male 21-25
 - b) customer service outbound, controller, marketing talent, account manager
 - c) Nowadays more and more titles are easily usable internationally, if they are in English to begin with.
9. a) Female 26-30
 - b) web designer, marketing talent
 - c) [They] sound better in English and are easily understood.
10. a) Male 21-25
 - b) web designer, customer service outbound
 - c) Those ones that are in English have more street credibility.
11. a) Female 21-25
 - b) web designer, marketing talent, account manager
 - c) Because most of the terms have been in English to begin with, the translations to Finnish seem 'forced' and sometimes even take the notion completely elsewhere. In my opinion it is unnecessary to translate certain terms into Finnish, especially the ones used in the field of media, because the field operates around terms that are in English in any case.
12. a) Male 26-30
 - b) customer service outbound, marketing talent, account manager
 - c) They sound good!
13. a) Male 26-30
 - b) web designer, account manager
 - c) Some things sound better in English, sexier in a way. It is more boastful to say 'How do you do, my name is Bond, James Bond and I'm an account manager.' Also the fact that at the same time the title is more international. On the other hand, every Finn might not necessarily understand what a 'customer service outbound' does. At least I did not. That is why it gave a negative image. It was hard to understand.
14. a) Female 31-35
 - b) web designer, customer service outbound, marketing talent, account manager
 - c) The ones in English have more 'flow' to them, as the ones in Finnish sound 'rougher'.
15. a) Male 15-20
 - b) web designer, customer service outbound, account manager
 - c) [I chose them based] on how they sounded.

These answers to the open questions showed well how differently the respondents view the titles in question. Also the different kinds of connotations the titles evoke were interesting to see. However, there is one common feature that was revealed with these answers: English sounds better than Finnish. Finnish titles were described as sounding rougher and somehow forced whereas English titles were described with adjectives such as sexy, clear, interesting, trendy and compact as well as having a certain flow to them and having ‘street credibility’. Only one informant described Finnish titles as being easy to understand and English titles as sounding fake. In this light it is very interesting why only one English title received a higher percentage when asking on preference for oneself between the English and Finnish titles.

7. Conclusion

As I begun studying this topic, my goal was to find out what kind of English job titles are used in Finland in the field of business and employment. Before this study, I presumed that English job titles would be highly used in both media and that the usage of titles that contain English would be seen as attractive and desirable by the target group. Both assumptions proved to be somehow wrong; the number of English titles used in Finnish job advertisements was not very high; the number of titles in the printed media was only just over four percent. Furthermore, the use of equivalent Finnish title in addition to the English title is hardly used at all in the advertisements. Based on these results it is more common to use titles consistently with the language of the whole job advertisement, whether it is Finnish, English or some other language, than mix two languages together. According to this study, there is no clear pattern on what types of companies use English job titles in Finnish advertisements. Also the companies that do use English titles in their Finnish advertisements can be found in all areas of business life, that is there is no clear distinction between for example IT companies and media companies.

The hypothesis that English would be more attractive to Finnish speaking people

proved not to be true; at least not with the titles I used in my questionnaire. Although all the English titles received more adjectives with positive connotations than the Finnish titles, four Finnish titles out of the total of five were seen as more desirable and attractive to the informants. Only 'web designer' received a higher percentage in preference. Based my thesis, it could be argued that English titles are viewed among Finns as challenging and strange, especially when a person is not familiar with the context. However, according to the results of this study I feel the attitudes towards English job titles are more positive than negative and it would be interesting to investigate this matter in the near future in order to see whether the results will change or remain the same.

Indeed, this type of study on job titles and attitudes might be something worth examining in more detail in near future. Although my study and the questionnaire were fairly small in size, this kind of research has a great deal of possibilities for further study. For example with a larger questionnaire, the data would no doubt provide more precise knowledge on overall motivations and attitudes concerning English job titles in Finland. Each generation is different from the previous ones and the only way to find out about the next is to carry out an updated study of the field.

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Appendice

Statistics concerning titles found in Helsingin Sanomat and monster.fi

Total number of job titles in Helsingin Sanomat newspaper

Titles in total	Titles in all English advertisements	Titles in all Finnish advertisements	Titles in other languages	English titles in Finnish advertisements
942	88 (9.3%)	806 (85.6%)	7 (0.7%)	41 (4.4%)

HS, 31 October 2010

Titles in total	Titles in all Finnish advertisements	Titles in all English advertisements	Titles in other languages	English titles in Finnish advertisements
116	100	10	1	5

HS, 14 November 2010

Titles in total	Titles in all Finnish advertisements	Titles in all English advertisements	Titles in other languages	English titles in Finnish advertisements
183	158	13	1	11

HS, 13 March 2011

Titles in total	Titles in all Finnish advertisements	Titles in all English advertisements	Titles in other languages	English titles in Finnish advertisements
229	198	21	0	10

HS, 27 March 2011

Titles in total	Titles in all Finnish advertisements	Titles in all English advertisements	Titles in other languages	English titles in Finnish advertisements
188	160	21	0	7

HS, 31 October 2010

Titles in total	Titles in all Finnish advertisements	Titles in all English advertisements	Titles in other languages	English titles in Finnish advertisements
226	192	23	5	6

Job titles in monster.fi

Titles in total	Titles in all English advertisements	Titles in all Finnish advertisements	Titles in other languages	English titles in Finnish advertisements
650	163 (25.1%)	340 (52.3%)	71 (10.9%)	76 (11.7%)

Job titles as they were in monster.fi

monster.fi 22 March 2011 – 14 April 2011

Sales Executive Citydeal Oy, 30 March 2011

Procurement Controller Paulig Oy, 29 March 2011

Software Developer LM Tietopalvelut, 29 March 2011

Content-asiantuntija Sentraali, 29 March 2011

Assistant Controller JCDecaux, 29 March 2011

International Sales and Management Trainee Meltwater Group, 29 March 2011

Nordic Graduate Sales Program IBM, 28 March 2011

Test manager/testauspäällikkö Logica, 28 March 2011

IT Specialist Santander Consumer Finance Oy, 28 March 2011

Project Manager ABB Oy, 28 March 2011

Dynamics AX-konsultti Pretax Yhtiöt, 28 March 2011

B2B-myyjä EasyPark, 28 March 2011

Team Assistant Deloitte, 25 March 2011

Reporting Analyst Poolia Suomi Oy, 25 March 2011

Controller Poolia Suomi Oy, 25 March 2011

HR Specialist Poolia Suomi Oy, 25 March 2011

Business Applications Specialist Incap Oyj, 25 March 2011

System Specialist ABB Oy, 25 March 2011

SSO Specialist Logica, 25 March 2011

Sales Manager Manpower Oy, 25 March 2011

R&D Team Leader ABB Oy, 24 March 2011

Project Manager/Projektipäällikkö Nice-business Solutions, 24 March 2011

Software Developer Digia, 23 March 2011
Customer Service Outbound/Vientiliikenteenhoitaja CMA CGM, 23 March 2011
Finance Controller Manpower Oy, 22 March 2011
Application Specialist Itella infromation Oy, 22 March 2011
Web Designer/Verkkoviestinnän suunnittelija YIT Rakennus, 22 March 2011
Service Desk-työntekijä Poolia Suomi Oy, 22.3.2011
Office Manager Willis Oy Ab, 22.3.2011
On-Site Engineer Abb Oy, 22.3.2011
ERP (Enterprise Resource Planning) asiantuntija KPMG, 14 April 2011
Back Office Asiantuntija Sampo Oyj Sijoitushallinto, 14 April 2011
Service Product Manager ABB Oy, 14 April 2011
Team leader ostoreskontraan Poolia Suomi Oy, 14 April 2011
Controller Suomen Messut / co MPS, 14 April 2011
HR-asiantuntija Manpower Oy, 14 April 2011
Asiakaspalvelupäällikköä (Event Manager) Management Events, 14 April 2011
Technical Project Manager G4S Security Services Oy, 14 April 2011
Marketing Talent/markkinointiosaaaja Talent Gate, 13 April 2011
HR-harjoittelija Kesko Oyj, 13 April 2011
ICT-kouluttaja Elan IT Resource, 13 April 2011
Controller Patria, 13 April 2011
Agile Coach Reaktor Innovations Oy, 13 April 2011
Ramp-up Coordinator ABB Oy, 13 April 2011
Fanatic Programmer Reaktor Innovations, 13 April 2011
SAP-asiantuntijoita IBM, 12 April 2011
IT Specialist Incap Oyj, 12 April 2011
Controller WSP Finland Oy, 12 April 2011
Content-asiantuntija Sentraali, 12 April 2011
Front-end-ohjelmoija Iltalehti, 9 April 2011
Account manager Academic Work, 9 April 2011
Support Manager ABB Oy, 9 April 2011
Project Manager ABB Oy, 9 April 2011
Test Manager ABB Oy, 9 April 2011
Web-analyttikko Fonecta Oy, 9 April 2011
Key Account Manager Valora Trade Finland Oy, 9 April 2011
Citrix and Windows Server Service Manager Nervogrid, 9 April 2011
Myyntipäällikkö/Sales Manager Nice-business Solutions, 9 April 2011
Asiakasvastaava / Account Manager Fountain Park, 8 April 2011
Business Analyst EilaKaisla Oy, 8 April 2011
Senior Design Engineer ABB Oy, 7 April 2011
IT Service Coordinator / IT Service Manageria VR Yhtymä Oy, 7 April 2011
IT Infra Manager VR Yhtymä Oy, 7 April 2011

Treasury Consultant Opus Capita, 7 April 2011

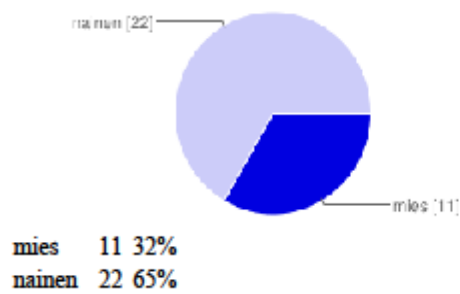
Business Analyst SCA, 7 April 2011

Operational/maintenance responsible for Technical Maintenance

Nordea Finland Facilities Operations and Services Nordea, 12 April 2011

Questionnaire

Vastaajan sukupuoli



Vastaajan ikäryhmä

15-20	3	9%
21-25	6	18%
26-30	19	56%
31-35	3	9%
36-40	0	0%
41-	3	9%

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä "web designer"

helposti ymmärrettävä	19	56%
vaikeasti ymmärrettävä	14	41%
trendikäs	30	88%
tavanomainen	7	21%
houkutteleva	21	62%
luotaantyyntävä	9	26%
perustasoinen	17	50%
korkeatasoinen	18	53%
vanhanaikainen	3	9%
moderni	29	85%
haastava	21	62%
helppo	9	26%

People may select more than one checkbox, so percentages may add up to more than 100%.

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä "verkkoviestinnän suunnittelija"

helposti ymmärrettävä	20	61%
vaikeasti ymmärrettävä	12	36%
trendikäs	10	30%
tavanomainen	22	67%
houkutteleva	13	39%
luotaantyyntävä	16	48%

People may select more than one checkbox, so percentages may add up to more than 100%.

perustasoinen	17 52%
korkeatasoinen	16 48%
vanhanaikainen	15 45%
moderni	18 55%
haastava	22 67%
helppo	10 30%

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”customer service outbound”

helposti ymmärrettävä	2 6%
vaikeasti ymmärrettävä	31 94%
trendikäs	27 82%
tavanomainen	6 18%
houkutteleva	9 27%
luotaantyyntävä	21 64%
perustasoinen	15 45%
korkeatasoinen	17 52%
vanhanaikainen	2 6%
moderni	30 91%
haastava	29 88%
helppo	3 9%

People may select more than one checkbox,
so percentages may add up to more than
100%.

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”vientiliikenteenhoitaja”

helposti ymmärrettävä	19 58%
vaikeasti ymmärrettävä	12 36%
trendikäs	6 18%
tavanomainen	27 82%
houkutteleva	6 18%
luotaantyyntävä	22 67%
perustasoinen	24 73%
korkeatasoinen	9 27%
vanhanaikainen	21 64%
moderni	8 24%
haastava	19 58%
helppo	14 42%

People may select more than one checkbox,
so percentages may add up to more than
100%.

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”controller”

helposti ymmärrettävä	16 48%
vaikeasti ymmärrettävä	16 48%
trendikäs	16 48%
tavanomainen	16 48%

People may select more than one checkbox,
so percentages may add up to more than
100%.

houkutteleva	12 36%
luotaantyöntävä	19 58%
perustasoinen	16 48%
korkeatasoinen	16 48%
vanhanaikainen	10 30%
moderni	22 67%
haastava	19 58%
helppo	12 36%

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”laskentapäällikkö”

helposti ymmärrettävä	28 85%
vaikeasti ymmärrettävä	4 12%
trendikäs	4 12%
tavanomainen	28 85%
houkutteleva	10 30%
luotaantyöntävä	20 61%
perustasoinen	14 42%
korkeatasoinen	19 58%
vanhanaikainen	25 76%
moderni	6 18%
haastava	19 58%
helppo	13 39%

People may select more than one checkbox,
so percentages may add up to more than
100%.

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”marketing talent”

helposti ymmärrettävä	16 48%
vaikeasti ymmärrettävä	16 48%
trendikäs	31 94%
tavanomainen	3 9%
houkutteleva	18 55%
luotaantyöntävä	12 36%
perustasoinen	9 27%
korkeatasoinen	23 70%
vanhanaikainen	1 3%
moderni	31 94%
haastava	25 76%
helppo	7 21%

People may select more than one checkbox,
so percentages may add up to more than
100%.

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä ”markkinointiosaaja”

helposti ymmärrettävä	22 67%
vaikeasti ymmärrettävä	10 30%

People may select more than one checkbox,
so percentages may add up to more than
100%.

trendikäs	20 61%
tavanomainen	13 39%
houkutteleva	19 58%
luotaantyöntävä	11 33%
perustasoinen	22 67%
korkeatasoinen	10 30%
vanhanaikainen	13 39%
moderni	17 52%
haastava	18 55%
helppo	14 42%

Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä "account manager"

helposti ymmärrettävä	13 39%
vaikeasti ymmärrettävä	19 58%
trendikäs	23 70%
tavanomainen	11 33%
houkutteleva	18 55%
luotaantyöntävä	13 39%
perustasoinen	13 39%
korkeatasoinen	20 61%
vanhanaikainen	6 18%
moderni	26 79%
haastava	22 67%
helppo	8 24%

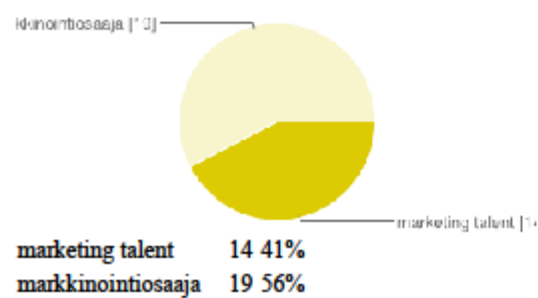
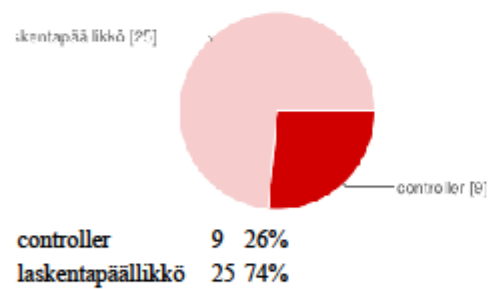
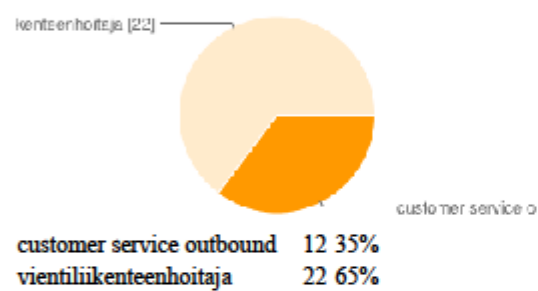
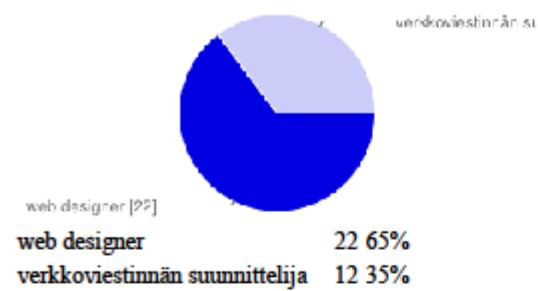
People may select more than one checkbox,
so percentages may add up to more than
100%.

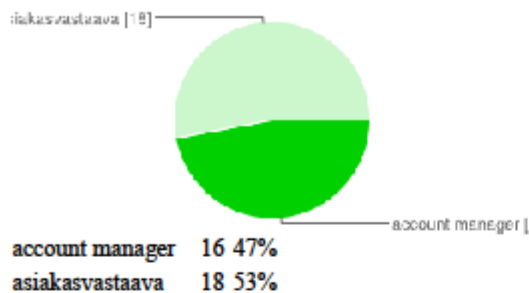
Mitkä kuusi adjektiivia mielestäsi parhaiten kuvaavat nimikettä "asiakasvastaava"

helposti ymmärrettävä	29 88%
vaikeasti ymmärrettävä	4 12%
trendikäs	6 18%
tavanomainen	29 88%
houkutteleva	13 39%
luotaantyöntävä	15 45%
perustasoinen	27 82%
korkeatasoinen	6 18%
vanhanaikainen	21 64%
moderni	8 24%
haastava	12 36%
helppo	19 58%

People may select more than one checkbox,
so percentages may add up to more than
100%.

Kumpi nimike olisi itsellesi mieluisampi?





Vastaajan sukupuoli	Vastaajan ikäryhmä						Mikäli valitsit yhden tai usemman englanninkielisen nimikkeen, mitkä seikat vaikuttivat valintaasi?
mies	15-20	web designer	vientiikenteenhoitaja	laskentapäällikkö	marketing talent	account manager	kuulostaa mielenkiintoisemmalta.
nainen	26-30	verkkoviestinnän suunnittelija	vientiikenteenhoitaja	laskentapäällikkö	markkinointiosaaja	asiakasvastaava	
nainen	21-25	web designer	vientiikenteenhoitaja	laskentapäällikkö	marketing talent	asiakasvastaava	Trendikkäät englanninkieliset nimikkeet houkuttavat nuoria kansainvälisiä osaajia eli opiskelijoita ja vastavalmistuneita.
nainen	26-30	verkkoviestinnän suunnittelija	vientiikenteenhoitaja	controller	markkinointiosaaja	asiakasvastaava	Controller on kaikista vaihtoehtoista käytännön kieleen vakiintunein vaihtoehto (tai ainakin tutuin).
mies	26-30	web designer	customer service outbound	laskentapäällikkö	marketing talent	account manager	Nykyaikana yritykset ja liikkeet ovat osa kansainvälistä kokonaisuutta ja siinä mielessä on järkevämpää pitää ammattinimikkeet englanninkielisinä.
nainen	26-30	web designer	vientiikenteenhoitaja	controller	markkinointiosaaja	asiakasvastaava	selkeämpi, kiinnostavampi, trendikkäampi, ytimekkäämpi sana
nainen	26-30	web designer	customer service outbound	laskentapäällikkö	markkinointiosaaja	account manager	Web designer, koska mielestäni kyseisellä alalla englanti on tärkeä kieli ja verkko toimii sen ehdoilla. Customer service outbound, suomenkielisessä versiossa on sana "hoitaja", joka välittömästi laskee arvokkuutta. Account manager, koska suomenkielinen vastine on tylsä.
nainen	26-30	web designer	vientiikenteenhoitaja	controller	marketing talent	asiakasvastaava	
nainen	26-30	web designer	vientiikenteenhoitaja	laskentapäällikkö	markkinointiosaaja	asiakasvastaava	Englanninkielinen nimitys on helpommin ymmärrettävä.
nainen	26-30	web designer	vientiikenteenhoitaja	laskentapäällikkö	markkinointiosaaja	account manager	
nainen	26-30	verkkoviestinnän suunnittelija	customer service outbound	laskentapäällikkö	marketing talent	account manager	Osa englanninkielisistä termeistä kuvaa mielestäni jotenkin selkeämmin tai laajemmin sitä, mitä itse ymmärtän tai haluan ymmärtää

							kyseisellä ammattinimikkeellä.
nainen	26-30	web designer	vientiliikenteenhoitaja	laskentapäällikkö	marketing talent	account manager	Osa sanoista kuulostaa englanninkielellä paremmalta ja ne pystyy ymmärtämään myös englanniksi. Osa saattaa kuulostaa englanniksi hyvältä mutta nimikkeen ymmärtää paremmin, kun sen kääntään suomenkielelle.
nainen	26-30	verkkoviestin nän suunnittelija	vientiliikenteenhoitaja	laskentapäällikkö	markkinoin tiosaaja	asiakasva staava	Yleensä kaikki englanninkieliset nimikkeet kuulostaa teennäisille ja erikoisuudentavoittelulle. Joskus on toki tilanteita, jolloin ei vain ole yhtä hyvää vastinetta suomenkielessä. Tällöin on mielekkäämpää käyttää suoraan englanninkielistä sanaa, kuin suomentaa se tökerästi, esim. designer on suunnittelija eikä mikään disaineri/designeri.
nainen	26-30	verkkoviestin nän suunnittelija	vientiliikenteenhoitaja	laskentapäällikkö	markkinoin tiosaaja	asiakasva staava	
nainen	41-	verkkoviestin nän suunnittelija	vientiliikenteenhoitaja	laskentapäällikkö	markkinoin tiosaaja	asiakasva staava	
mies	21-25	verkkoviestin nän suunnittelija	customer service outbound	controller	marketing talent	account manager	Nykyaikana yhä useampi nimike on helpommin käytettävissä kansainvälisesti, jos se on englanninkielinen jo valmiiksi.
nainen	26-30	verkkoviestin nän suunnittelija	customer service outbound	controller	markkinoin tiosaaja	asiakasva staava	"Viestiliikenteenhoitaja" on pitkä ja ikävän kuuloinen sana, ja lisäksi sana "hoitaja" viittaa mielestäni enemmän sosiaali- ja terveysalalle kuin tietotekniseen osaamiseen. Muuten kyllä kannatan suomenkielisiä titteleitä suomen kielellä työskenteleville ihmisille.
nainen	26-30	web designer	vientiliikenteenhoitaja	laskentapäällikkö	marketing talent	asiakasva staava	Kuulostaa paremmalta englanniksi ja ovat helposti ymmärrettäviä
nainen	31-35	web designer	vientiliikenteenhoitaja	controller	markkinoin tiosaaja	account manager	Ovat jo ehkä suomenkielisiä titteleitä vakiintuneempia nykytyöelämässä, ja siten titteihin liittyvä työnkuva on helpompi hahmottaa. Esim. controller vs. laskentapäällikkö.
mies	21-25	web designer	customer service outbound	laskentapäällikkö	markkinoin tiosaaja	asiakasva staava	Katu uskottavampia nimiä noi englanninkieliset.
nainen	21-25	web designer	vientiliikenteenhoitaja	laskentapäällikkö	marketing talent	account manager	Koska suurin osa termeistä on alun alkaenkin ollut englanniksi, tuntuvat suomennokset väkisinäisiltä ja toisinaan jopa vievät mielikuvan johonkin aivan muualle. Olen sitä mieltä, että tiettyjä termejä, etenkin media-alalla on täysin turha alkaa kääntämään suomeksi, sillä ala toimii muutenkin pääsääntöisesti juuri englanninkielisten termien ympärillä.
nainen	21-25	web designer	vientiliikenteenhoitaja	laskentapäällikkö	markkinoin tiosaaja	asiakasva staava	Web designer on looginen valinta kun on Internetistä kysymys, se kun on pitkälti englanniksi. Muuten englanninkieliset nimikkeet eivät tuo lisäarvoa, vaan vähentävät ymmärrettävyyttä työtehtävistä.
mies	26-30	verkkoviestin nän	customer service	laskentapäällikkö	marketing talent	account manager	Kuulostaa hyvältä!

		suunnittelija	outbound				
mies	26-30	web designer	vientiikente enhoitaja	laskentap äällikkö	markkinoin tiosaaja	account manager	Englanniksi jotkin asiat kuulostavat ns. seksikkäämmiltä. Leuhkemman kuuloista sanoa, että How do you do, my name is Bond, James Bond and I'm an account manager. Myös se, että samalla titeli on kansainvälisempi. Toisaalta suomalaiset eivät kaikki välttämättä ymmärrä, jotain customer service outboundia. Ite en ainakaan. Siksi siitä sai negatiivisen kuvan. Hankala ymmärtää.
nainen	31-35	web designer	customer service outbound	laskentap äällikkö	marketing talent	account manager	englannin kieliset "kuulostavat soljuvammilta", kun taas suomenkieliset ovat "karskimman kuuloisia"
mies	15-20	web designer	customer service outbound	laskentap äällikkö		account manager	sen perusteella, miten kuulosti korvaan
	15-20	web designer	vientiikente enhoitaja	laskentap äällikkö	markkinoin tiosaaja	asiakasva staava	Paitsi että olen itse sellainen, niin jos laittaisin vaikkapa ansioluettelooni että "verkkoviestinnän suunnittelija", niin minusta tuntuisi, että harva ymmärtäisi mitä se tarkoittaa. "Web designer"-termin puolestaan ymmärtää jotenkuten suurin osa väestöstä.
mies	41-	verkkoviestin nän suunnittelija	vientiikente enhoitaja	laskentap äällikkö	markkinoin tiosaaja	asiakasva staava	
nainen	41-	web designer	vientiikente enhoitaja	controller	marketing talent	asiakasva staava	
mies	26-30	verkkoviestin nän suunnittelija	vientiikente enhoitaja	laskentap äällikkö	markkinoin tiosaaja	asiakasva staava	
mies	31-35	web designer	customer service outbound	laskentap äällikkö	markkinoin tiosaaja	account manager	Esim. "designer" ja "manager" kyllä kuulostavat vaativammilta ja houkuttelevammilta tehtäviltä kuin "suunnittelija" ja "vastaava". Sisältyisikö englanninkieliseen titteliin oletus siitä, että nämä henkilöt joutuvat suomen lisäksi tekemään töitä myös englanniksi, ja sitä kautta tehtäväkin olisi vaativampi?
nainen	26-30	verkkoviestin nän suunnittelija	vientiikente enhoitaja	laskentap äällikkö	marketing talent	account manager	Englanninkielinen nimi kyseisissä tapauksissa kuulosti vakuuttavammalta sekä korkeampi tasoista koulutusta vaatineelta.
mies	26-30	web designer	customer service outbound	controller	marketing talent	account manager	Yritysten kansainvälistyminen johdosta on hyvä, että nimitykset ovat englanninkielisiä. Yleisesti kansainväliset nimitykset ovat houkuttelevia ja moderneja.
nainen	21-25	web designer	customer service outbound	controller	markkinoin tiosaaja	asiakasva staava	Useimmissa tapauksissa englanninkieliset nimikkeet antavat mielestäni vakuuttavamman kuvan omasta työnkuvasta.

